A Community-Based Vision Plan for the

Dewey Avenue Corridor/ Maplewood Neighborhood

Rochester, New York

RRCDC
ROCHESTER REGIONAL
COMMUNITY DESIGN CENTER

Produced by the
Rochester Regional
Community Design Center
January 2008

A Community-Based Vision Plan for the

Dewey Avenue Corridor/ Maplewood Neighborhood

January 2008 Rochester, New York

Produced by the

Rochester Regional Community Design Center

Writing and Editing: Lindsay Allen, Grace Guarino, Jonathan Logan, Joni Monroe
Artwork: Juan Linares, Zak Steele, Stergios Zissis, Roger Brown, Jonathan Logan
Layout Design: Grace Guarino, Jonathan Logan, Dan Cosentino

Printed in Rochester, NY, by City Blue Imaging Services

RRCDC
ROCHESTER REGIONAL
COMMUNITY DESIGN CENTER

The Hungerford Complex
1115 East Main Street
Rochester, NY 14609

585·271·0520
www.rrcdc.org

Acknowledgements

The Rochester Regional Community Design Center thankfully acknowledges the important contributions of people and organizations who were involved with charrette planning, the charrette event and the post charrette process. We also give thanks to those who contributed funding to the charrette event and those individuals and organizations who financially support the Design Center, helping to make the Dewey Avenue and other charrettes possible.

Thank you to the Dewey Avenue Steering Committee; the Dewey Avenue Design Team and the charrette facilitators for volunteering their time and professional skills; City Blue Imaging Services for their contributed services; the RRCDC volunteers, interns and staff; and the many others who have been generously involved in this process.

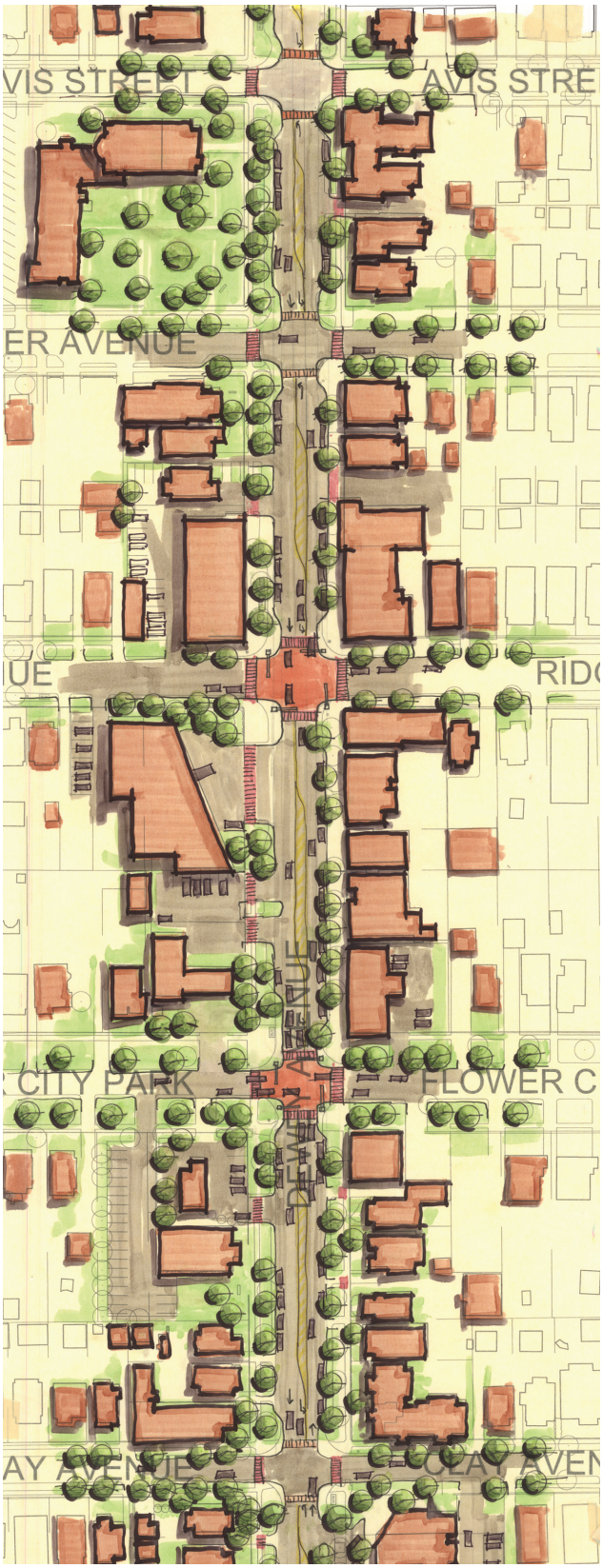
A special thank you to Senator Robach, Senator Alesi, Assemblyperson Morelle, City of Rochester and AIA–Rochester Chapter for contributing funds to help make the Dewey Avenue Charrette possible.

maplewood neighborhood association
Historic Maplewood — A Family Place

Table of Contents

Acknowledgements 4
Executive Summary 6
Introduction 8
History 9
Dewey-Maplewood Today 11
Charrette Coordination and Planning 12
Charrette Steering Committee Member Organizations 14
The Charrette Event 15
Charrette Focus Areas 16
Charrette Area Base Map 17
Charrette Results 18
Community-Based Guiding Principles for Development 19
Focus Area One 20
Focus Area Two 23
Focus Area Three 27
Focus Area Four 30
Focus Area Five 32
Vision Plan Development 35
Vision Plan Introduction 36
Vision Plan Overview 37
Color Legend 40
Plan A—Lexington Avenue to Kislingbury Street 43
Plan B—Kislingbury Street to Alameda Street 49
Plan C—Alameda Street to Electric Avenue 53
Plan D—Electric Avenue to Knickerbocker Avenue 59
Plan E—Knickerbocker Avenue to Rand Street 63
Plan F—Rand Street to Velox Street 67
Post Charrette Implementation 73
Summary and Conclusions 77
Steering Committee Members and Charrette Facilitators 78
About the RRCDC 79

Executive Summary



In collaboration with the Dewey Avenue Steering committee comprised of residents from the Maplewood neighborhood, RRCDC prepared this community-based Vision Plan for the Dewey Avenue corridor from Driving Park Avenue to Ridge Road. It serves to provide written and visual urban design plans reflecting the goals and ideas of community members for development of their neighborhood and the corridor.

The final Vision Plan incorporates ideas suggested by over 110 residents and stakeholders at the Dewey Avenue Community Charrette held in November 2006. The Plan expresses these ideas as elements of good design and planning to create a healthy, viable community and inspiration for the corridor's development. The process of creating the plan began in 2005 when members of the Maplewood Neighborhood Association first contacted RRCDC. Following the Charrette, the process of creating the Vision Plan was carried out during 2007.

The Vision Plan contains overlay base plans, each of which includes design and development recommendations for a segment of Dewey Avenue within the Charrette Area. The Vision Plan also includes a detail of a plan for an alternate design for the Driving Park Avenue intersection, an elevation illustrating potential façade improvements for the mixed-use buildings between Magee and Electric Avenues, and a perspective representing proposed improvements at Ridge Road. The preliminary recommendations in the plan are based on general design concepts which were expressed as important by community members at the charrette. These concepts include:

- Create a Pedestrian-Friendly Environment: Slow Traffic, Diversify Transportation Options and Improve Accessibility
- Improve Aesthetic Character

- Establish Community Gateways
- Respect, Reclaim and Preserve Existing Historical Buildings
- Respect, Reclaim and Preserve Natural Resources and Green space
- Encourage Community Partnerships
- Develop Parking Strategies

These concepts were instrumental in developing the plans and recommendations contained in the Vision Plan. Numerous proposed improvements are detailed within. Major recommendations include:

- Continue Steering Group Involvement
- Identify and Prioritize Goals
- Improve Safety, Maintenance and Enforcement of Current Regulations
- Undertake Public Property Improvements
- Encourage Improvements to Private Proper
- Implement Parking Strategies

The Vision Plan will serve as a guide for the community as they seek to implement the recommended changes during the next phase of the process.

Introduction

On Saturday, November 11, 2006, over 110 community members, business owners, residents and other stakeholders from the Dewey Avenue/ Maplewood Neighborhood met with design professionals at a community design charrette to exchange ideas and begin developing a common vision for the future of the Dewey Avenue corridor in their neighborhood. The drawings and ideas generated at the charrette were subsequently analyzed, synthesized and translated into tangible ideas for development in the area.

The Dewey Avenue/Maplewood Neighborhood is bounded by the Holy Sepulcher and Riverside Cemeteries on the north and by Driving Park Avenue on the south; its eastern boundary is the Genesee River gorge and Lower Falls, and its western boundary lies along Mt. Read Boulevard. The Dewey Avenue corridor runs north and south along the center of the Maplewood Neighborhood, making it a natural focus for viable neighborhood development.

This report chronicles the processes before and after the charrette, and shows and describes the final Vision Plan, which was developed by the RRCDC Design Studio based on those ideas. Each section of the report explores a different aspect of the community or the process involved in creating and implementing a Vision Plan.

The RRCDC staff compiled the Dewey Avenue/Maplewood Neighborhood Charrette Report in 2007. This report is intended to be a resource for members of the municipal government of the City of Rochester as well as any residents, business-owners and other individuals and organizations intending to develop or improve properties along the Dewey Avenue corridor and in the Dewey-Maplewood Neighborhood.

History

Pioneers began settling the Maplewood area in the late 18th century, and by 1830 it was a thriving farming and industrial community along the Genesee River. Mills and factories had clustered along the west side of the Lower Falls, and farms spread north and west from the industrial site. During the 1840s, wealthy residents from the City of Rochester just to the south of the Maplewood area (then a part of the Town of Greece) began purchasing large land tracts along what is now Lake Avenue and building impressive manor homes overlooking the Genesee gorge. By the 1870s, the City of Rochester had annexed most of the Maplewood neighborhood. During the latter part of the 19th century, the city commissioned Frederick Law Olmstead, famed architect of New York City's Central Park, to design city parks that included a large park along the Genesee known today as Maplewood Park, including the Rose Garden at the corner of Lake Avenue and Driving Park.

With the addition in 1882 and subsequent growth of the Eastman Kodak Company, the Maplewood area became a preferred locale for Rochester's residential expansion. Additionally, expansion of Rochester's transit system that included an electric streetcar system stimulated increased construction in the area. By 1910, Dewey Avenue and some of its intersecting streets had been paved, but most remained dirt and gravel. The city then expanded the Dewey Avenue trolley line to include two tracks instead of one, and they extended it to the Knickerbocker loop at the city limits.

In 1919, the City annexed the remaining portions of the current Maplewood neighborhood and surveyed and mapped the remaining streets and lots. By 1926, homes had been completed on most of the building lots, with the exception of a tract just southwest of the Holy Sepulcher Cemetery, known as the Dewey Park Tract. The Great Depression and WWII delayed development of the Dewey Park Tract until after the war.

As both the Maplewood neighborhood and Kodak Park continued to grow, the need for a bridge spanning the Genesee River became paramount. Until the erection of the Veterans Memorial Bridge, finished in 1931, those wishing to cross the river had to use the bridge on the south end of the area at Driving Park, or travel several miles north to the Stutson Street crossing in Charlotte. The Veterans Bridge dramatically increased traffic on Ridge Road West. Now a key artery to both the east and the west, Ridge Road became a nightmare to navigate, especially during Kodak Park rush hours. Traffic

volume along Ridge Road continues to be of concern even today.

Another traffic problem presented itself at the intersection of Dewey and Driving Park. In 1946, Maplewood leaders again reviewed the frustrating bottleneck which persisted there (straightening the intersection had also been considered in the mid-1920s). Considered to be one of the City's worst traffic points, traffic flowed into the intersection from five directions. However, aside from creating a small off-street municipal parking lot in 1961, no grand scale reconstruction ever happened, except for widening of some of the roadway and upgrading the traffic signals.

After a building boom that followed on the heals of WWII, the economic health of the Maplewood's business districts began to suffer in the 1960s as they competed unsuccessfully with the suburban automobile-mall economy and a fading interest in urban living/shopping. Since then, the several commercial areas along the length of Dewey Avenue from Driving Park to Pullman Avenue have continued, for better or worse, to function as neighborhood convenience-goods centers. Like many urban neighborhoods, the vitality of Dewey Avenue continued its decline in the 1980s and 1990s. Today it is plagued by empty store fronts, worn façades, lack of green space, and an inability to attract business investment in the neighborhood.

Dewey-Maplewood Today

The Maplewood Neighborhood (Sector 2 of the Neighbors Building Neighborhoods initiative) is unique among city neighborhoods because along its eastern edge it combines the architectural grandeur of intact urban landscapes designed by the Frederick Law Olmsted with the natural beauty of the Lower Falls of the Genesee River. Each year, Maplewood celebrates its architecture with a House Tour, and celebrates the natural environment with an annual Rose Festival in Maplewood Park.

With recent trends toward returning to urban living, the time is ripe for revitalization of the Maplewood Dewey Avenue corridor and the creation of a viable, attractive, pedestrian-friendly retail and residential core that will be the destination of choice for Maplewood's diverse, multicultural population. Though enthusiastic in its revival efforts, the Maplewood Neighborhood does face challenges, especially with regard to its empty store fronts, deteriorating building façades, and decades of uninformed "improvements." However, Dewey Avenue ("Maplewood's Main Street") also provides a host of opportunities to improve the public realm and bring the Neighborhood back to a safer, more walkable, human-scale community. Scheduled for road maintenance in t, recommendations for structural improvements can be incorporated at the outset to Dewey Avenue.

Charrette Coordination and Planning

Planning for the Dewey Avenue/Maplewood Neighborhood Charrette began during the winter of 2005, at the suggestion of Maplewood Neighborhood Association (MNA) Board member Bob Bramlet. Charrette coordination was guided by the Dewey Avenue/Maplewood Neighborhood Steering Committee, composed of representatives from a variety of stakeholder groups working in conjunction with the RRCDC. They began meeting during the spring of 2006, where they reviewed a time line and planning schedule, established the official charrette Steering Committee, and identified potential partners.

Steering Committee members represented a variety of Maplewood stakeholders, including Aquinas Institute, the Eastman Kodak Company, M&T Bank, Councilman Bob Stevenson, Wegman's, the NCS Community Development Corp., the City of Rochester, St. Luke Community Tabernacle Church, Bob Wagner Realty, and other local businesses.

From that point on, the Steering Committee met monthly with the RRCDC to coordinate for the charrette. During meetings and walking tours of the area with the RRCDC, much of the discussion and planning focused on the topics to be covered during the design charrette. The groups defined the charrette focus areas and identified major

design concerns based on an assessment of the existing assets and problem areas. The Steering Committee also helped to plan the structure of and coordinated for the logistics of the event itself.

Planning and carrying out the Dewey Avenue/Maplewood Neighborhood Charrette required many hours of intensive work over eight months on the part of the Steering Committee members. The time commitment from individuals was both a major challenge and a necessary ingredient in the charrette process. Continued dedication through the post-charrette phase of the process now leaves the community poised to enter the implementation phase with confidence.

Charrette Steering Committee Member Organizations

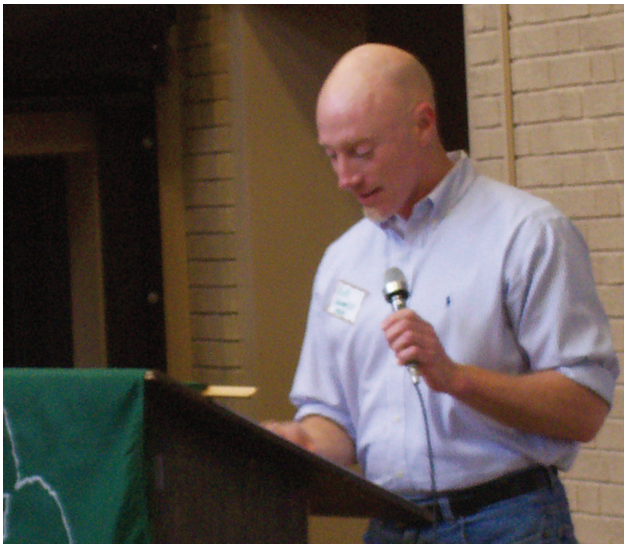
Senator Alesi
Senator Robach
Assemblyperson Morelle
City of Rochester: Bureau of Neighborhood Inititives,
Community and Economic Development
Rochester Regional Community Design Center
Maplewood Neighborhood Association
Maplewood Business Association
Bureau of Neighborhood Initiatives
Kodak Neighbor Relations Office
NCS Community Development Corp

Affronti Properties
Bob Wagner Real Estate
Aquinas Institute
St. Luke Tabernacle Community Church
PAC-TAC
NET Office
Sector 2
Hahn Graphic
M&T Bank
Councilman Robert (Bob) Stevenson
Office of City Councilwoman Lois Geiss
West Ridge Road Business Association

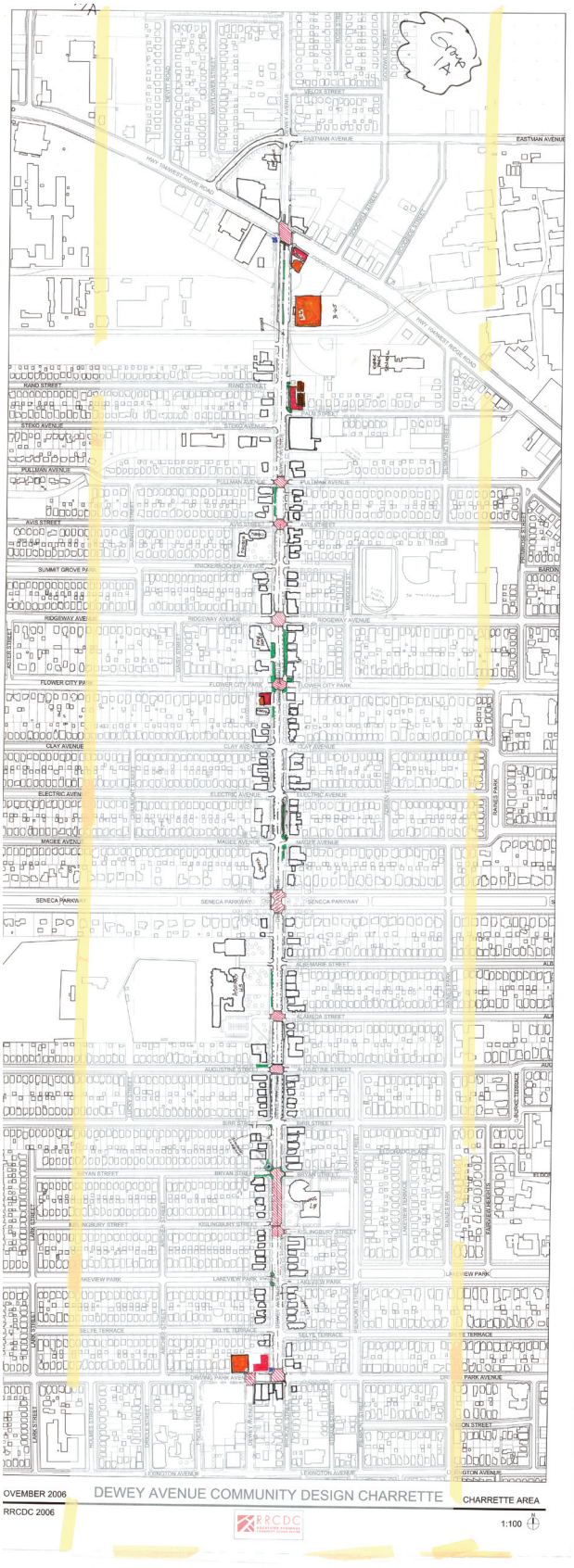
The Charrette Event

The Charrette event took place on Saturday, November 11th 2006, in the cafeteria of the Aquinas Institute. The event gathered over 110 neighborhood residents, stakeholders, and over 20 design professional facilitators. A great age range was represented among the attendants; ideas and input were taken from high-school students and senior neighborhood residents alike.

The day began at 9:00 with breakfast and several opening speakers. Remarks were made first by Lois Geiss, Rochester City Council President, and Molly Clifford, Director of NET. MNA VP Bob Bramlet discussed the history of Dewey Avenue, Dan Buyer, Executive Director of the South Wedge Planning Committee, talked about the future of Dewey Avenue. Rochester City Planner Chuck Thomas followed with a discussion of the city's role in planning, and Tim Raymond, AIA, ended the morning remarks with the principles of good design. Following the talks, attendees gathered into 12 different teams, breaking off to explore 5 predetermined focus-areas. For several hours, the teams, comprised of 2 design professionals and at least several more neighborhood stakeholders, walked through their focus-areas, paying attention to both the positive and negative elements that they observed, and took notes for the drafting stage to come later in the afternoon.



Charrette Focus Areas



Focus Area One

Dewey Avenue Public Realm Corridor - The focus area includes the length of Dewey Avenue from the intersection at Driving Park to the intersection at Ridge Road.

Focus Area Two

Dewey/Driving Park Intersection - The focus area is at the south edge of the charrette area and encompasses the intersection of Dewey Avenue and Driving Park Avenue and includes the Wegman's site.

Focus Area Three

Ridge Road Intersection and Kodak Site - The focus area includes the intersection at Dewey Avenue and Ridge Road and the potential development site bounded by Eastman Avenue to the north on the east side of Dewey Avenue north of Ridge Road.

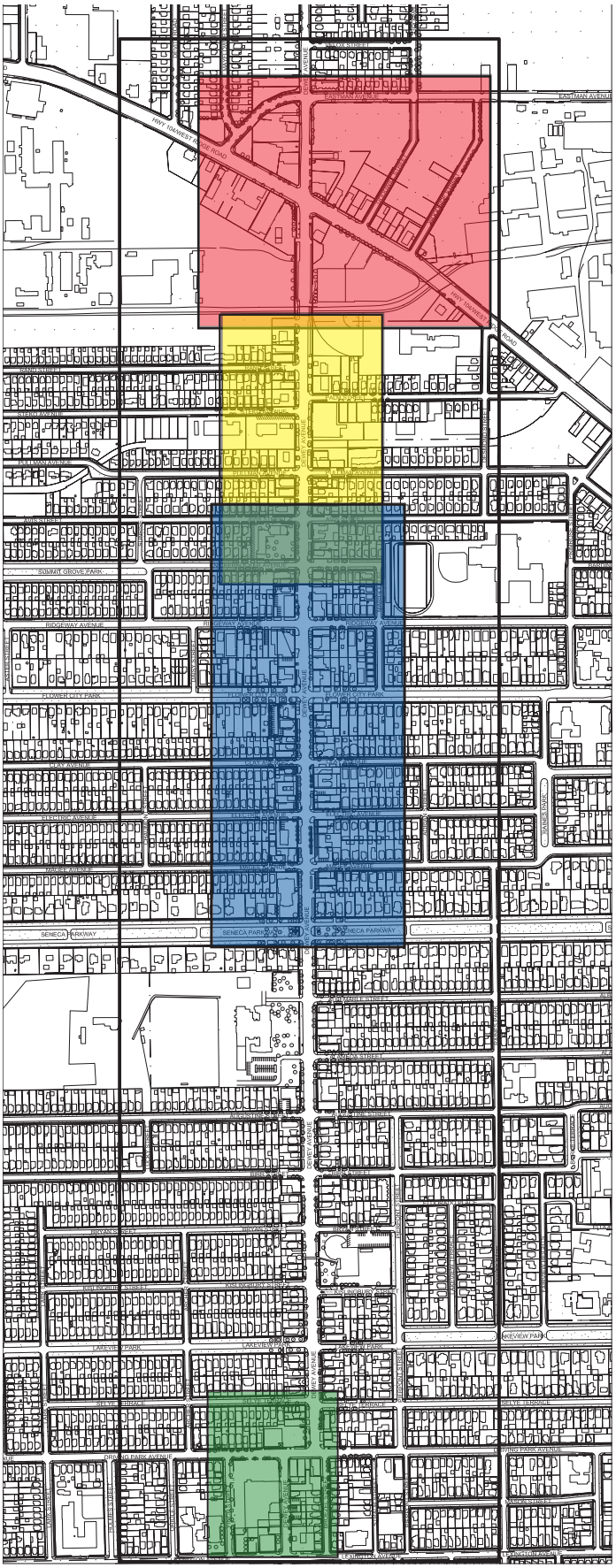
Focus Area Four

Commercial Nodes/Main Business Strip/ Village Center - The focus area includes the buildings along Dewey Avenue between Avis Street and Seneca Parkway.

Focus Area Five

Industrial/Institutional - This focus area includes the built environment along Dewey Avenue from Pullman Avenue to Rand Street.

Charrette Area Base Map



Focus Area One

Focus Area Two

Focus Area Three

Focus Area Four

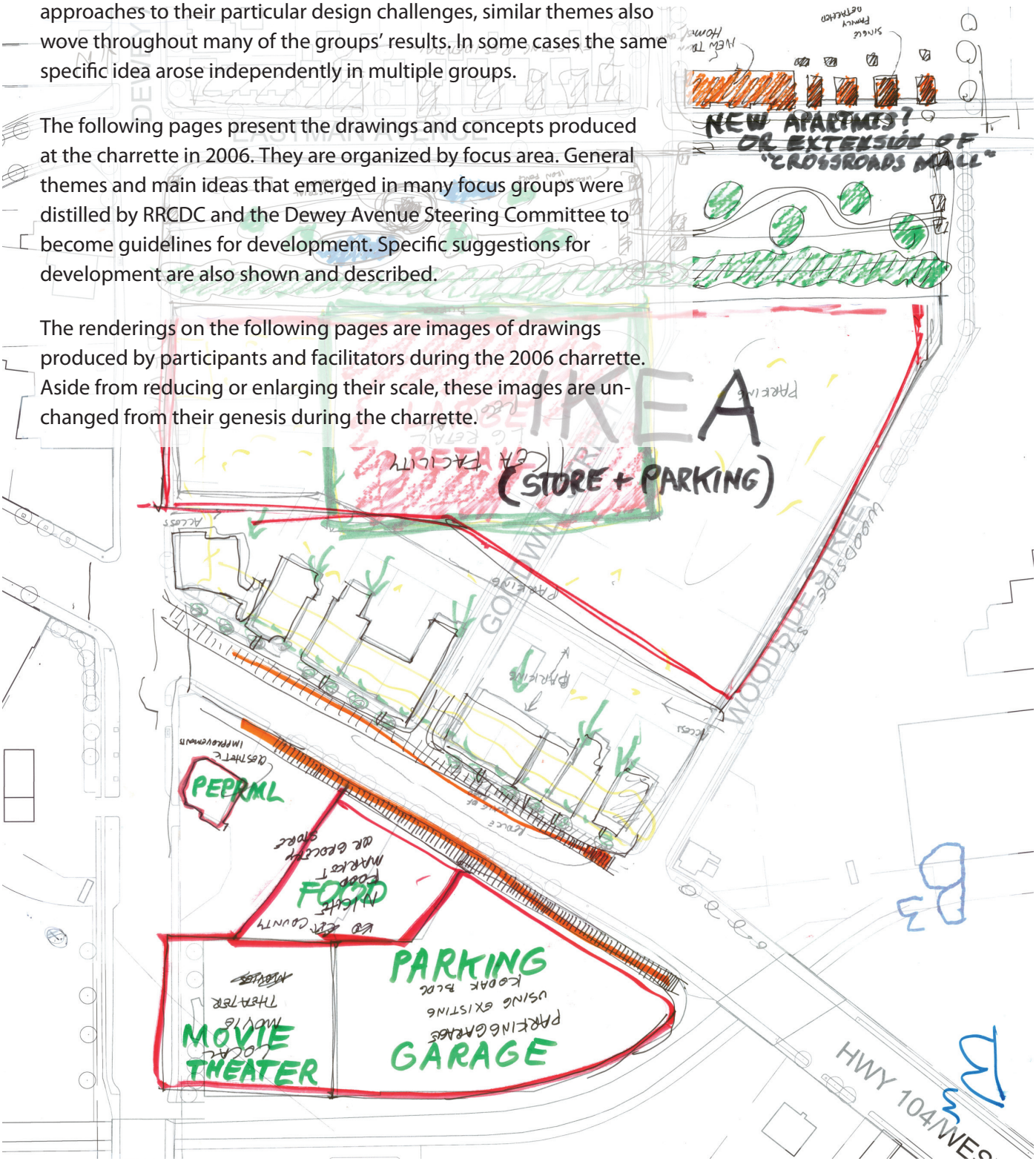
Focus Area Five

Charrette Results

The Charrette resulted in a diversity of thoughtful and creative suggestions for improving the Dewey Avenue corridor. While each focus group concentrated on a specific topic and developed unique approaches to their particular design challenges, similar themes also wove throughout many of the groups' results. In some cases the same specific idea arose independently in multiple groups.

The following pages present the drawings and concepts produced at the charrette in 2006. They are organized by focus area. General themes and main ideas that emerged in many focus groups were distilled by RRCDC and the Dewey Avenue Steering Committee to become guidelines for development. Specific suggestions for development are also shown and described.

The renderings on the following pages are images of drawings produced by participants and facilitators during the 2006 charrette. Aside from reducing or enlarging their scale, these images are unchanged from their genesis during the charrette.



Community-Based Guiding Principles for Development

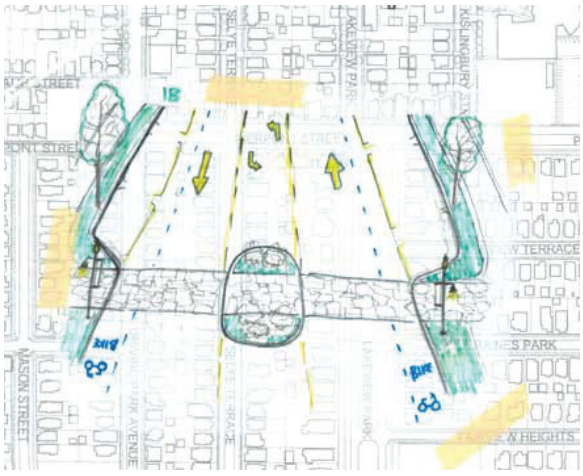
- Slow and calm traffic;
- Develop a visual theme for Dewey Avenue;
- Create community gateways;
- Respect, reclaim and preserve existing historical buildings;
- Respect, reclaim and preserve natural resources;
- Reclaim green space, public and private;
- Encourage working together to achieve neighborhood identity;
- Define parking strategies.

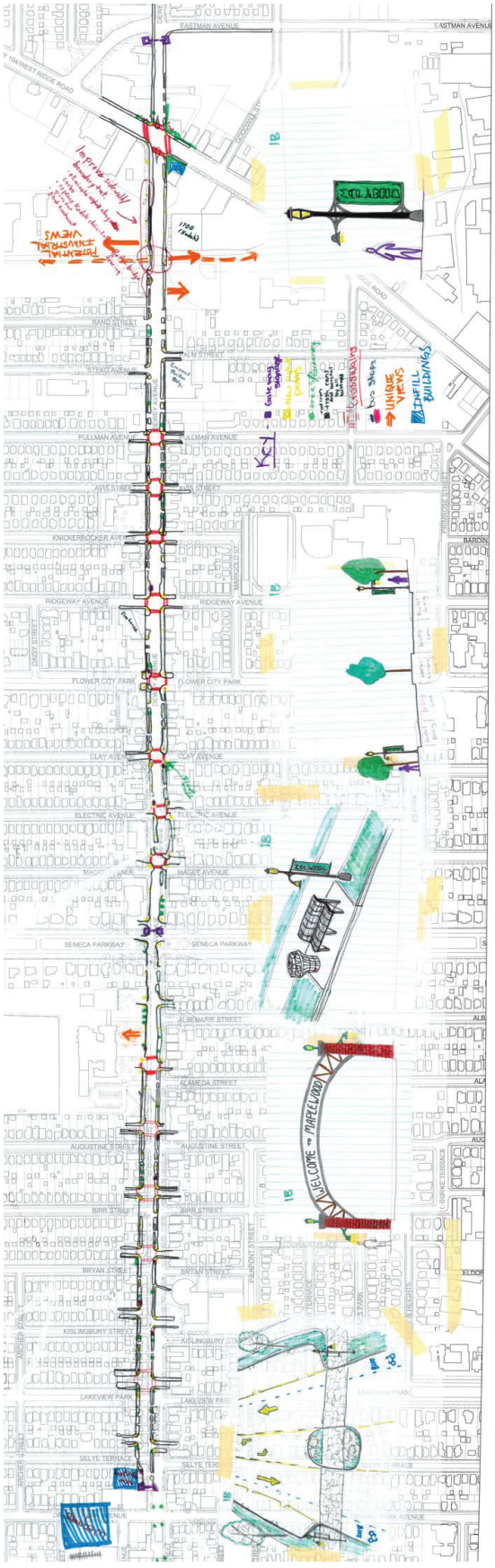
Dewey Avenue Public Realm Corridor

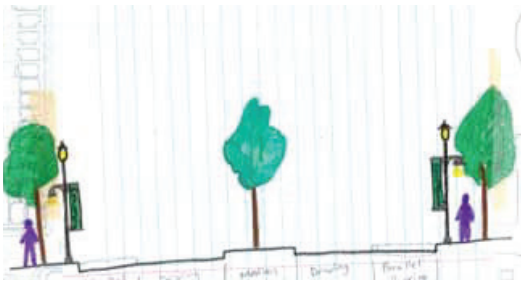
Description: Dewey Avenue Public Realm Corridor: The length of the Dewey Avenue from the intersection at Driving Park to the intersection at Ridge Road.

Community Suggestions from the Charrette:

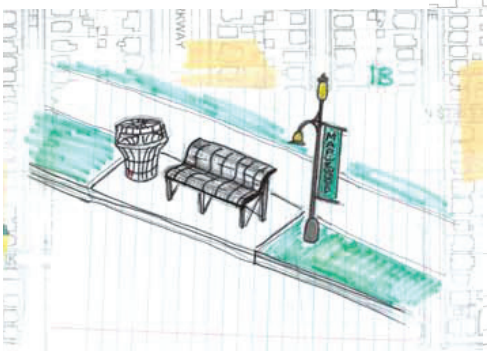
- Turn asphalt intrusions into green space;
- Restore original storefront windows; encourage preservation of buildings;
- Provide street furniture—benches, bike racks, trash cans;
- Family-oriented theme;
- Construct neighborhood gateway signs.

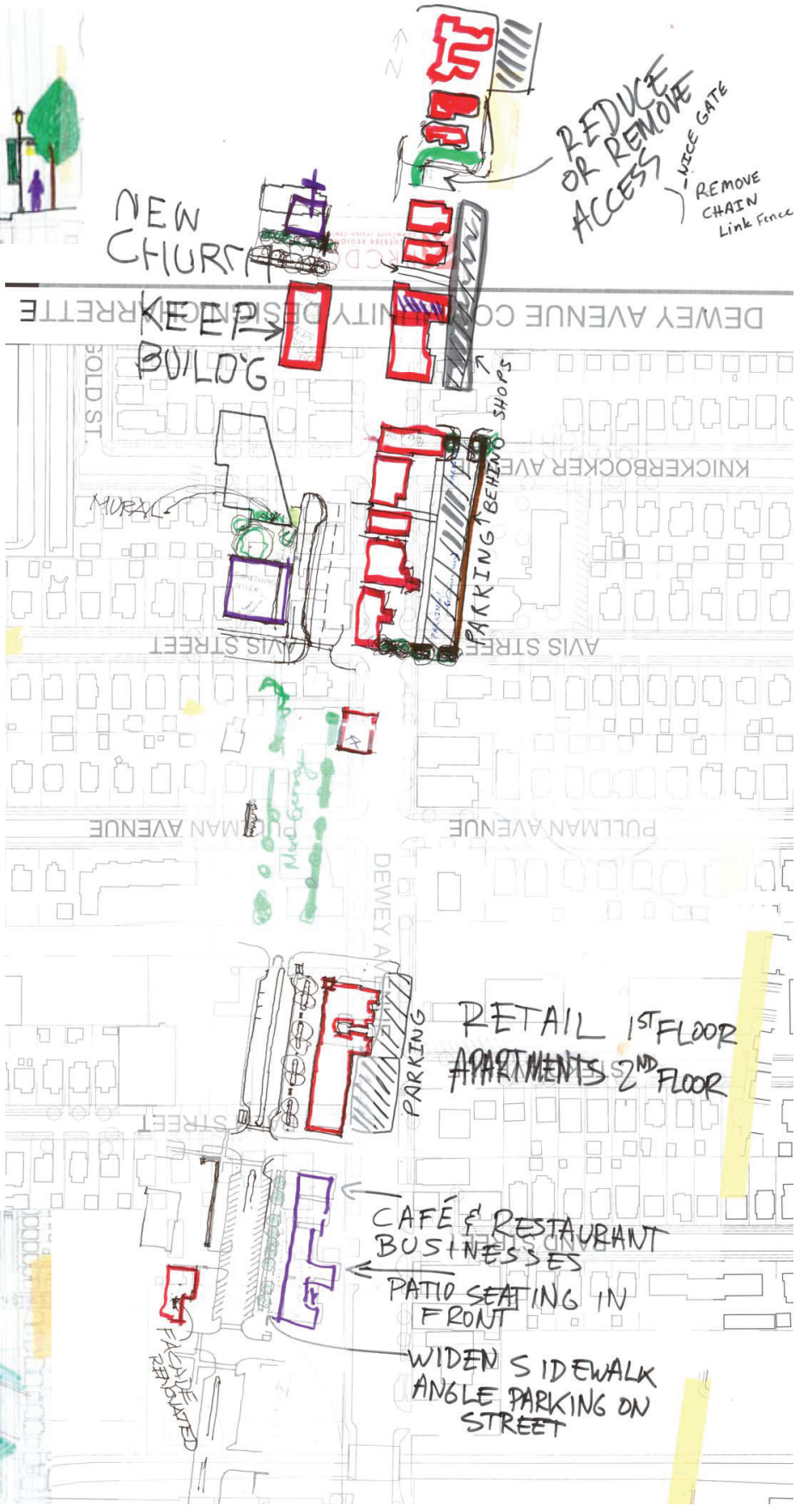


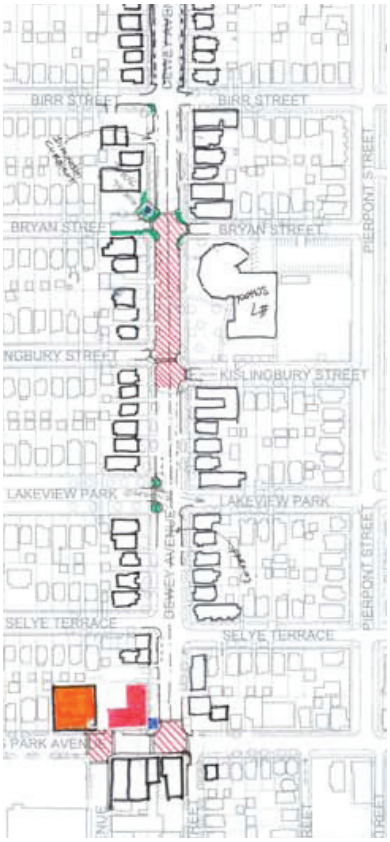




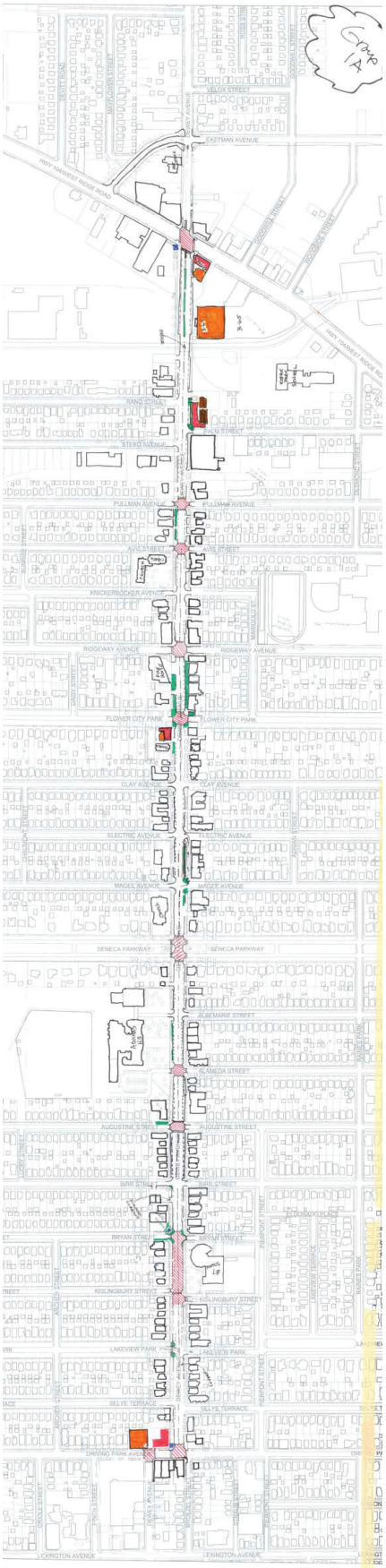
MAPLEWOOD




REDUCE OR REMOVE ACCESS
NICE GATE
REMOVE CHAIN Link Fence
NEW CHURCH
KEEP BUILDG
DEWEY AVENUE
MURAL
PARKING BEHIND SHOPS
PULLMAN AVENUE
PARKING
RETAIL 1ST FLOOR
APARTMENTS 2ND FLOOR
CAFÉ & RESTAURANT BUSINESSES
PATIO SEATING IN FRONT
WIDEN SIDEWALK
ANGLE PARKING ON STREET


BIRR STREET
BIRR STREET
BRYAN STREET
BRYAN STREET
PIERPONT STREET
KISLINGBURY STREET
LAKEVIEW PARK
LAKEVIEW PARK
DEWEY AVENUE
SELYE TERRACE
SELYE TERRACE

RAND STREET
PALM STREET
STEKO AVENUE
PULLMAN AVENUE
PULLMAN AVENUE
AVIS STREET
AVIS STREET
MARIGOLD ST.
RIDGEWAY AVENUE

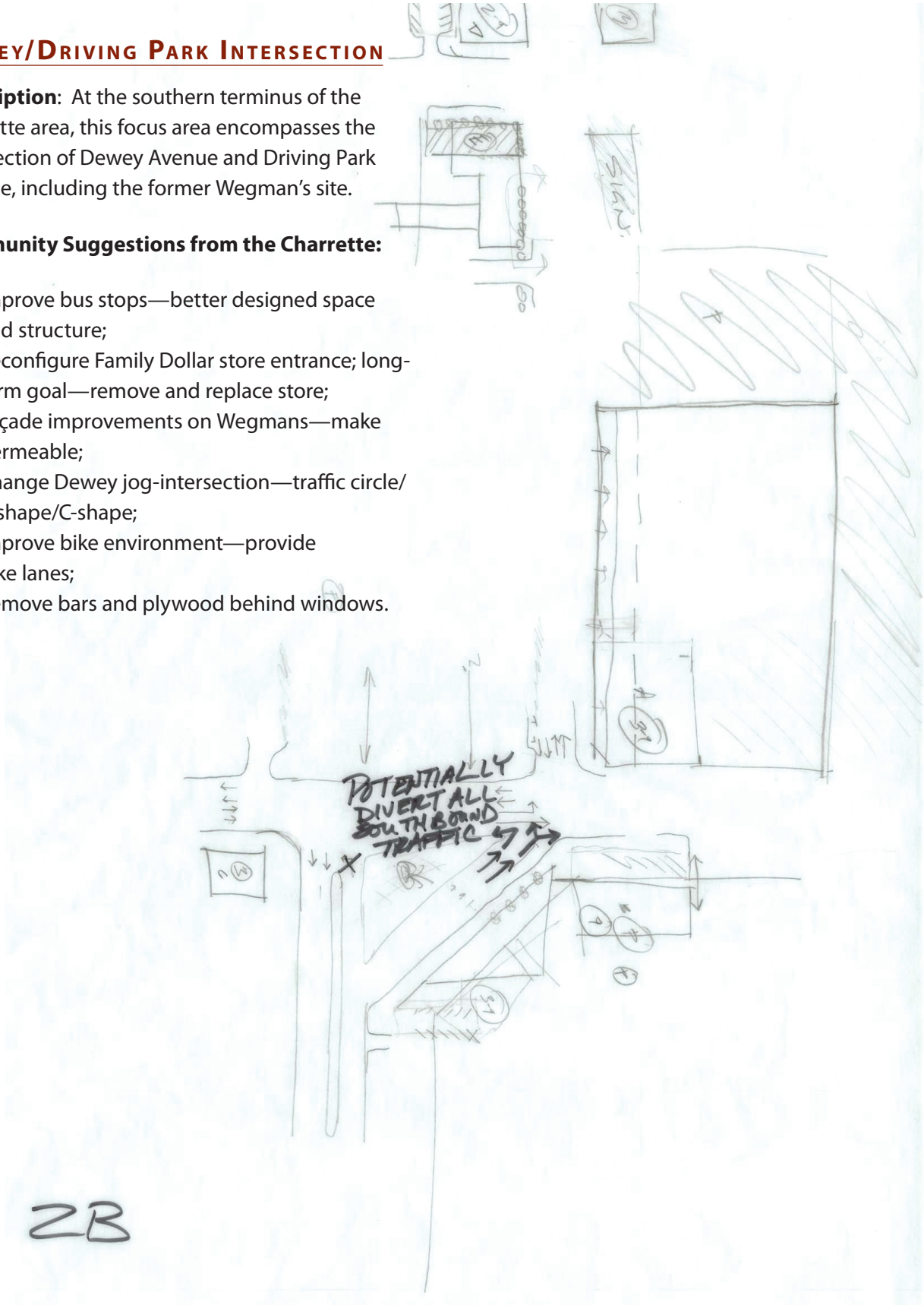

EASTMAN AVENUE
RAND STREET
PULLMAN AVENUE
AVIS STREET
FLOWER CITY PARK
SENECA PARKWAY
BIRR STREET
BRYAN STREET
KISLINGBURY STREET
LAKEVIEW PARK
SELYE TERRACE

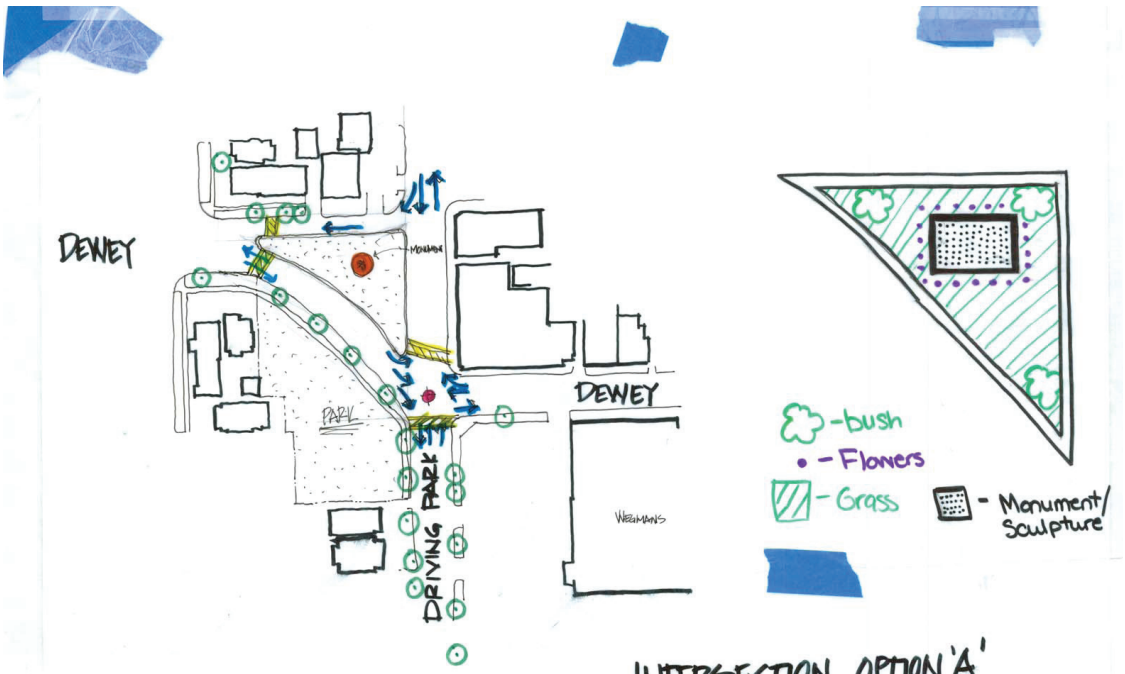
Dewey/Driving Park Intersection

Description: At the southern terminus of the charrette area, this focus area encompasses the intersection of Dewey Avenue and Driving Park Avenue, including the former Wegman's site.

Community Suggestions from the Charrette:

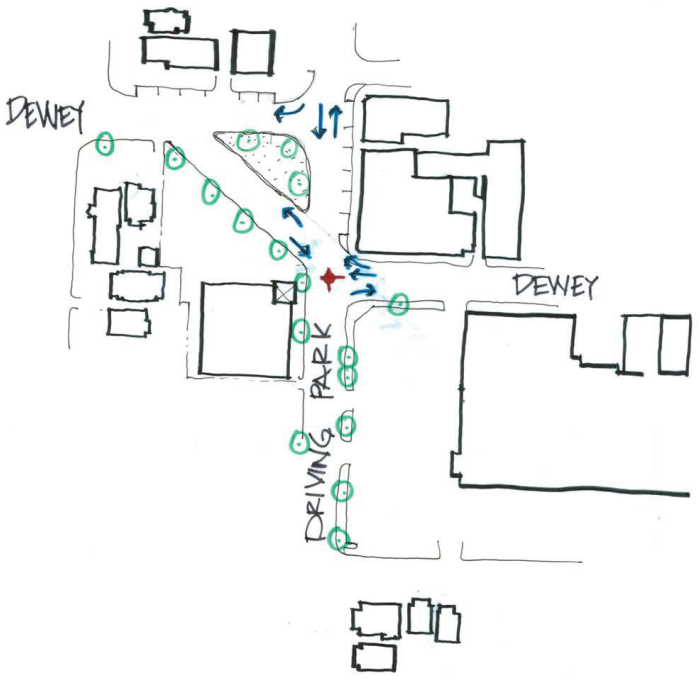
- Improve bus stops—better designed space and structure;
- Reconfigure Family Dollar store entrance; long-term goal—remove and replace store;
- Façade improvements on Wegmans—make permeable;
- Change Dewey jog-intersection—traffic circle/ S-shape/C-shape;
- Improve bike environment—provide bike lanes;
- Remove bars and plywood behind windows.





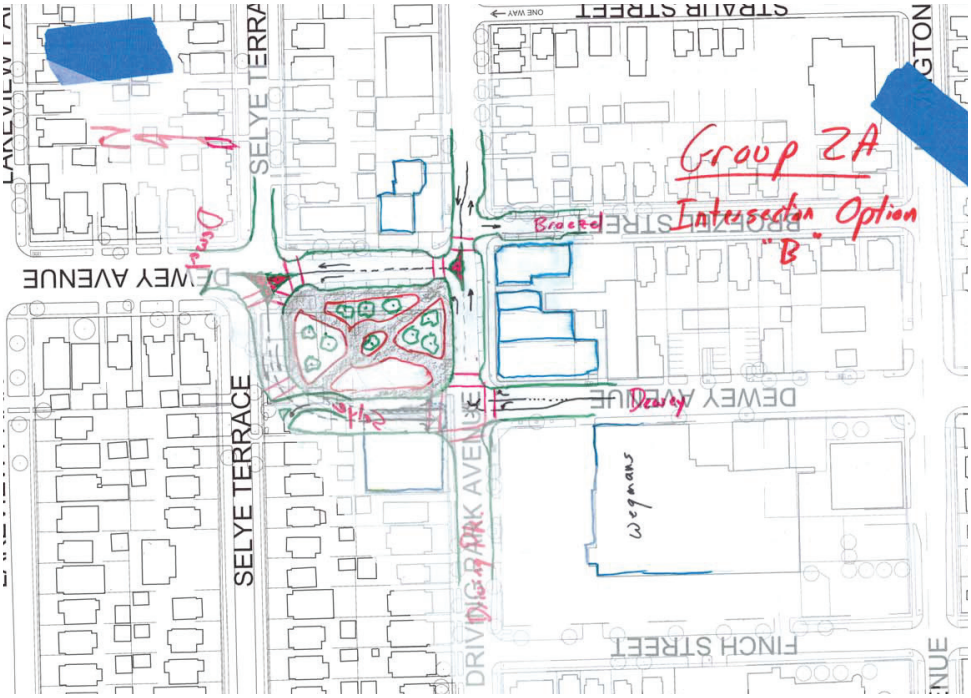
INTERSECTION OPTION 'A'

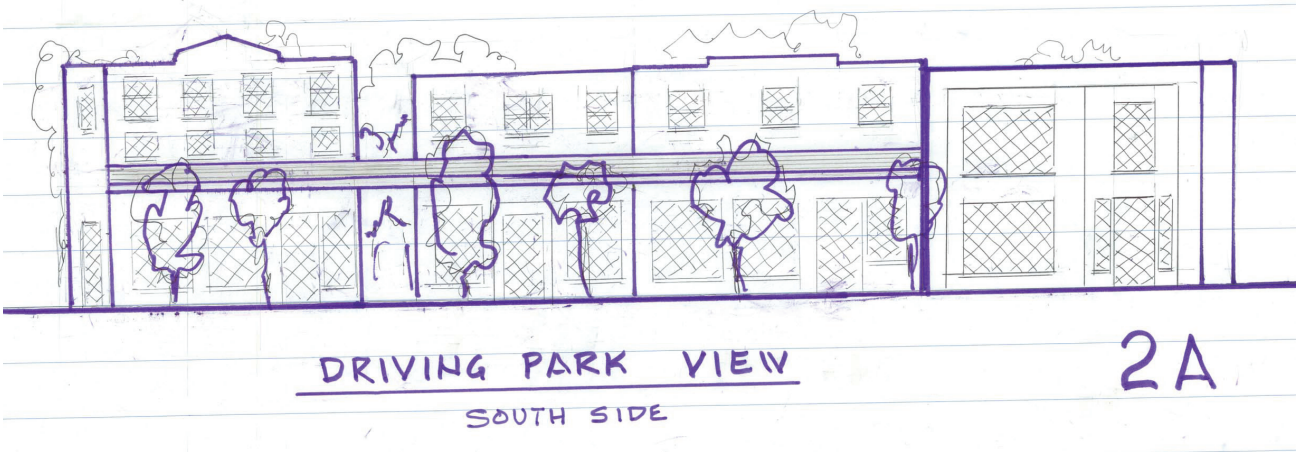
2A

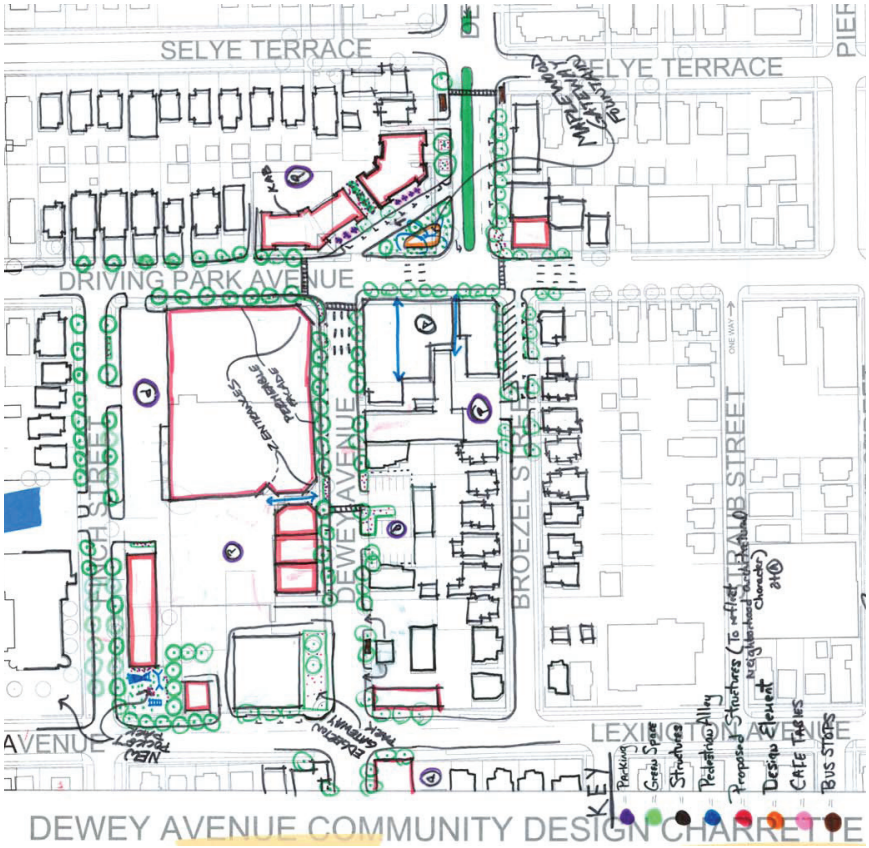


INTERSECTION OPTION "A1"

2A


Group 2A
Intersection Option
"B"
Bracket
SELYE TERRACE
DEWEY AVENUE
FINCH STREET
Wegmans


DRIVING PARK VIEW
SOUTH SIDE
2A


SELYE TERRACE
SELYE TERRACE
DRIVING PARK AVENUE
DEWEY AVENUE
BROEZEL STREET
STRAUB STREET
LEXINGTON AVENUE
KEY
DEWEY AVENUE COMMUNITY DESIGN CHARRETTE

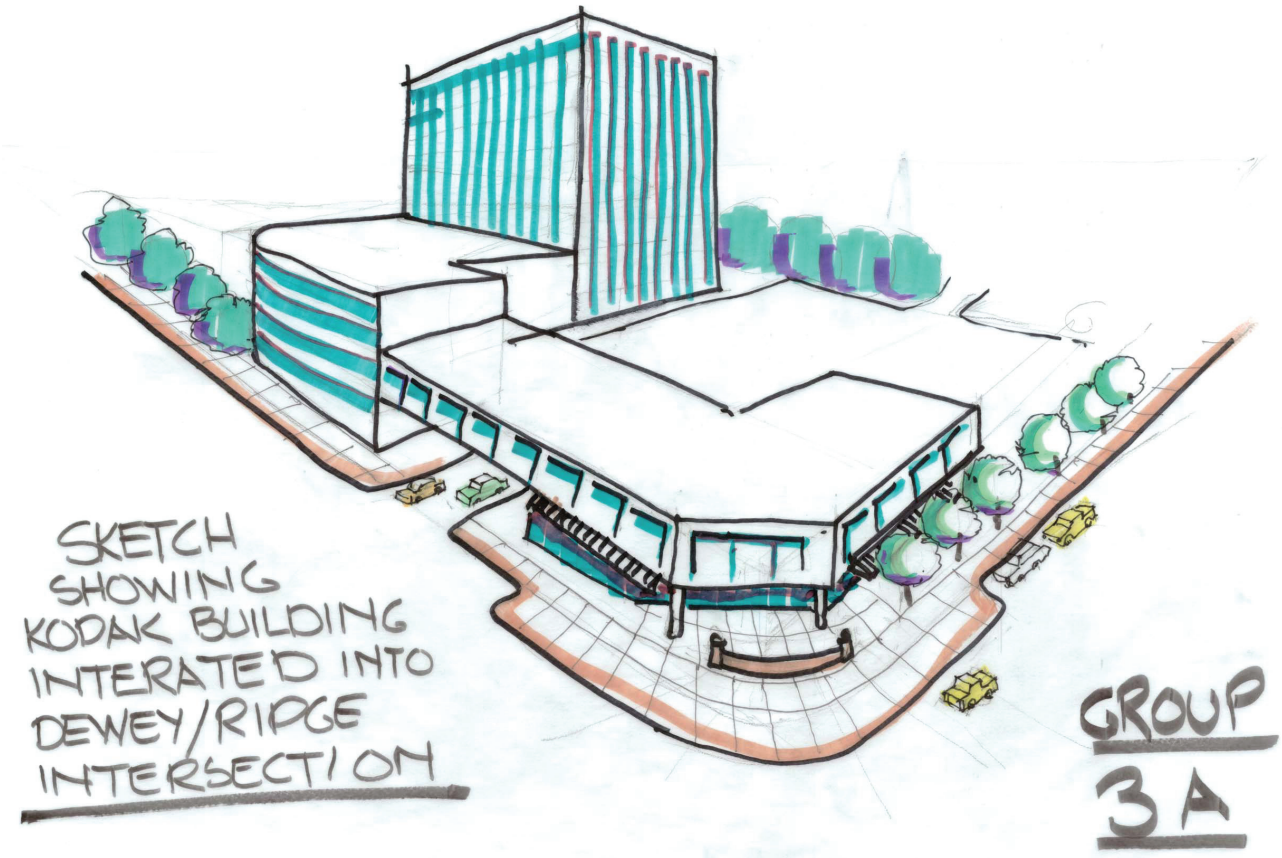
LAKEVIEW PARK
LAKEVIEW PARK
PIERPONT STREET
Group C-2
Liberty Theatre
Group C-2
SELYE TERRACE
Driving Park
Library Park
Orange = Sidewalk & pedestrian
Transition Residential + Commercial
North
FINCH STREET
DEWEY AVENUE
BROEZEL STREET
STRAUB STREET

Ridge Road Intersection and Kodak Site

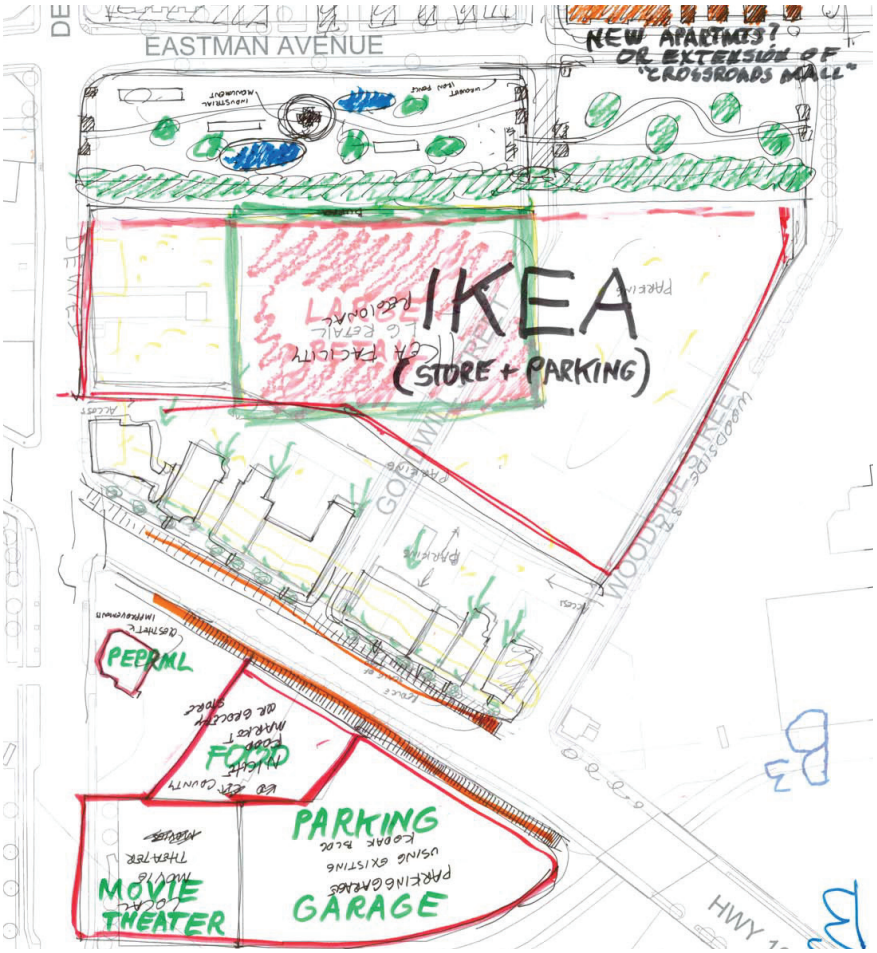
Description: The intersection at Dewey Avenue and Ridge Road including the potential development site bounded by Eastman, Dewey Avenue and Ridge Road.

Community Suggestions from the Charrette:

- Encourage infill development – multi-use buildings, retail;
- Add sculpture/improve Kodak Park;
- Remove billboards, replace with blade signs;
- Improve parking signage.



OFFICES
OFFICES
PARKING
OFFICE ADDITION ABOVE
AVENUE
DEWEY
RETAIL
RETAIL
RETAIL
RETAIL
PARKING
RETAIL
CROSS WALK
TOWN HOUSES
TOWN HOUSES
GREEN SPACE
GREEN-SPACE
PARKING
RETAIL
RETAIL
PARK
GOODWILL STREET
TOWN-HOUSES
PEDESTRIAN PATH
TOWN-HOUSES
SINGLE-FAMILY
TOWN-HOUSES
EASTMAN AVENUE
DEWEY
HWY 104 WEST RIDGE ROAD
Group 34


EASTMAN AVENUE
NEW APARTMS?
OR EXTENSION OF
"CROSSROADS MALL"
IKEA
(STORE + PARKING)
PEPPRML
FOOD
PARKING
GARAGE
MOVIE
THEATER

NW
NE
SW
SE
SIMON'S
PEPPERMILL
PARKING
THEATER
GROCERY
GOODWILL STREET

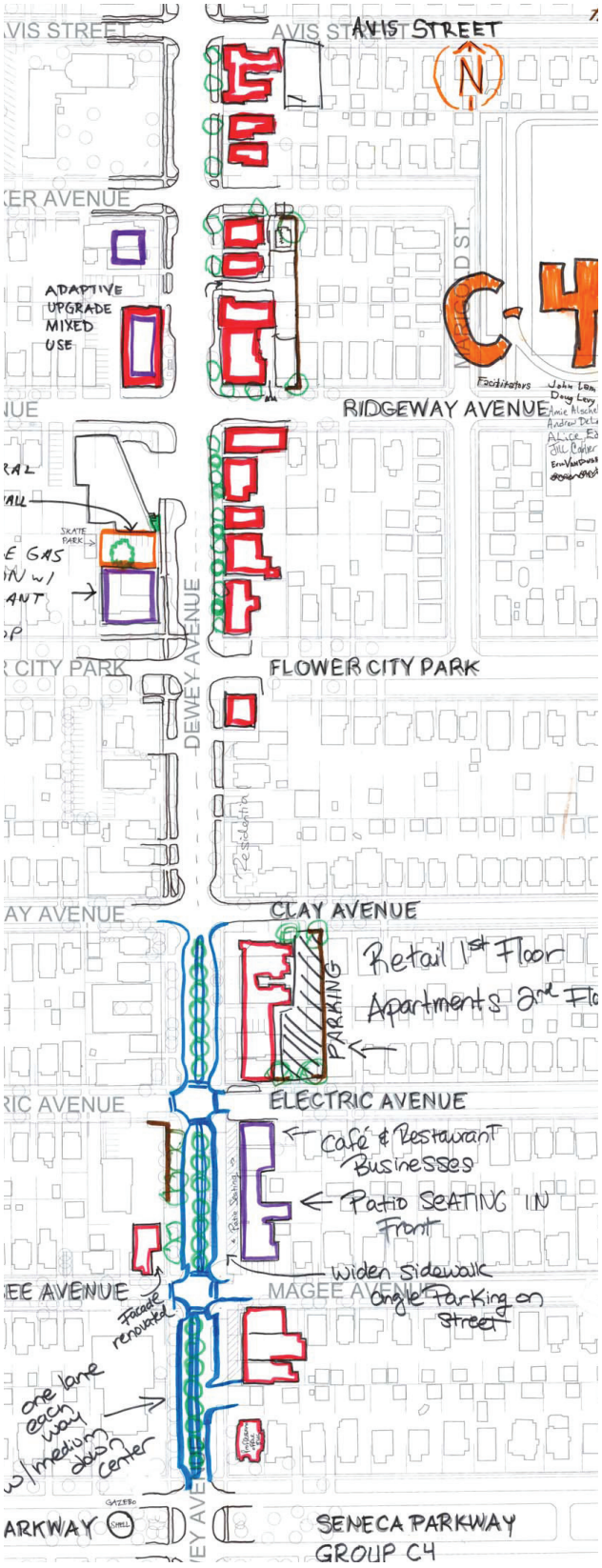
Focus Area Four

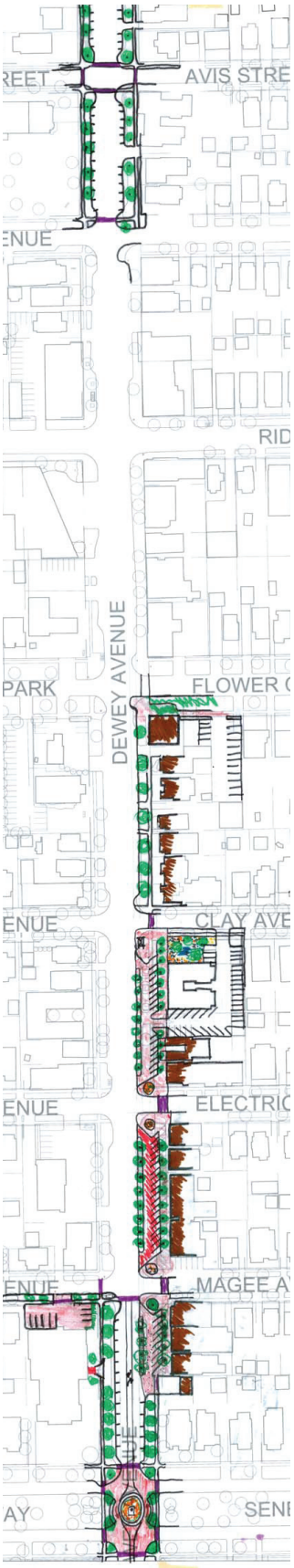
Commercial Nodes/Main Business Strip/ Village Center

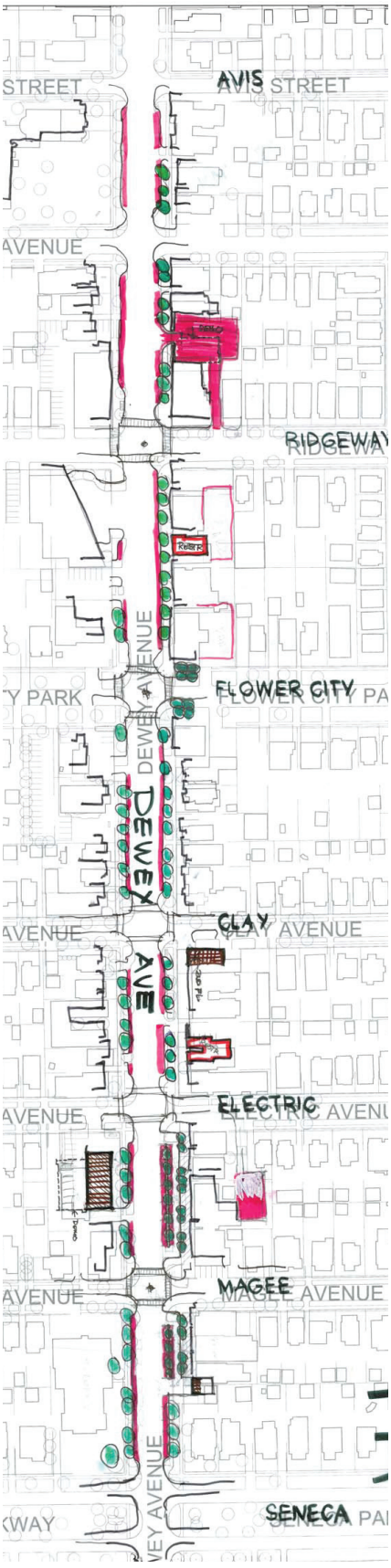
Description: The area along Dewey Avenue between Seneca Parkway and Avis Street.

Community Suggestions from the Charrette:

- Attract a variety of businesses;
- Enhance alley and service ways;
- Create and distribute a neighborhood newsletter;
- Paint murals on walls and buildings where appropriate.




AVIS STRE
DEWEY AVENUE
FLOWER
CLAY AVE
ELECTRIC
MAGEE A
SENE


AVIS STREET
RIDGEWAY
FLOWER CITY
DEWEY AVENUE
CLAY AVENUE
ELECTRIC
MAGEE AVENUE
SENECA

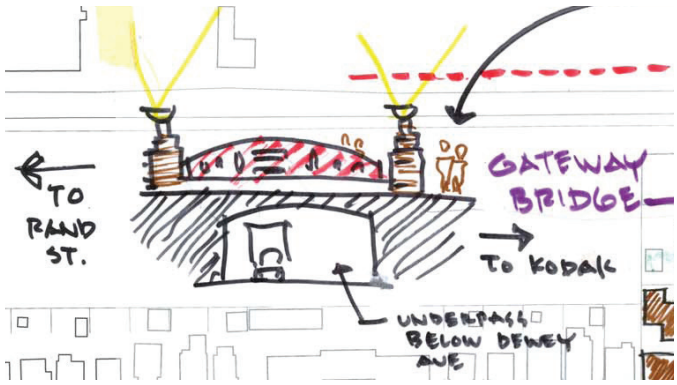
Focus Area Five

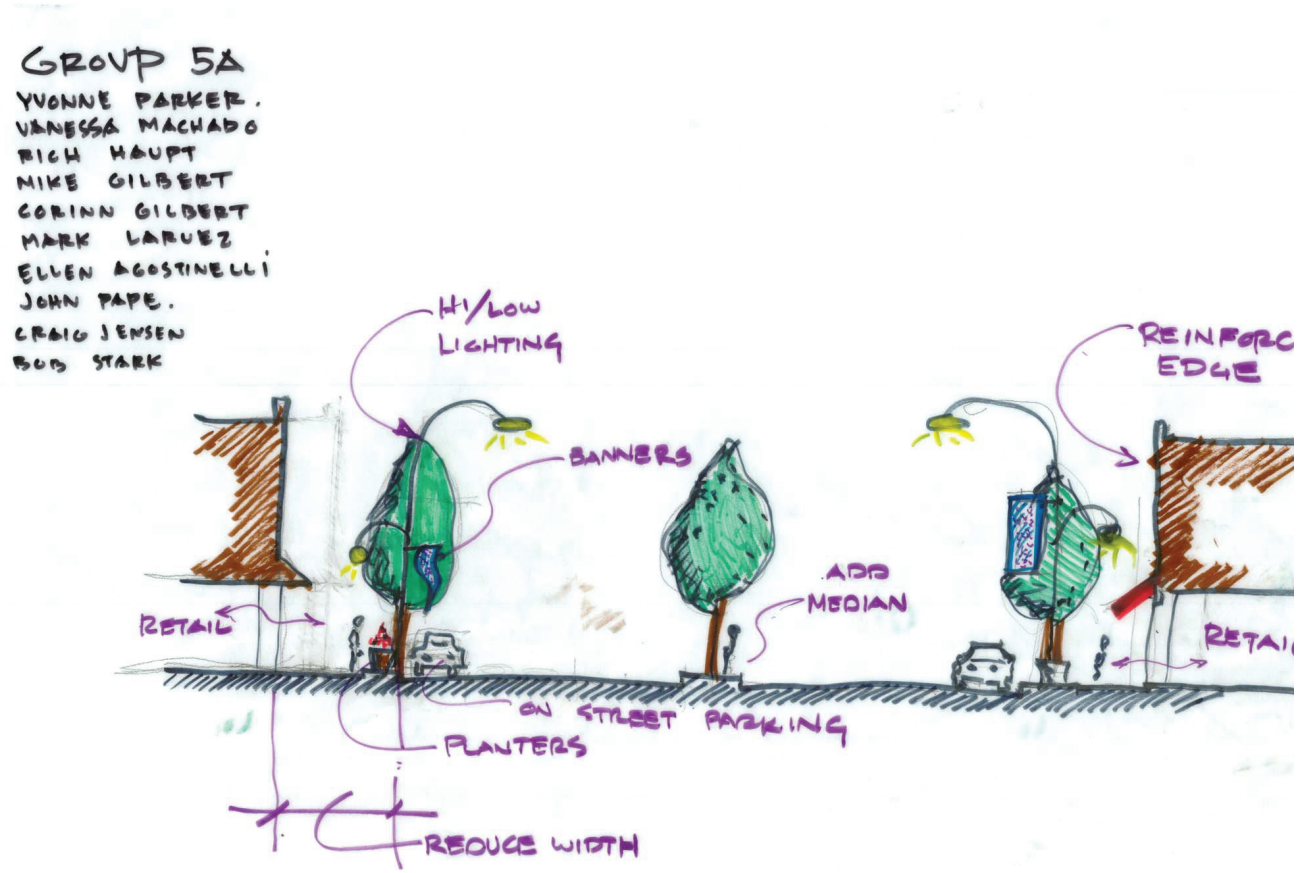
Industrial/Institutional

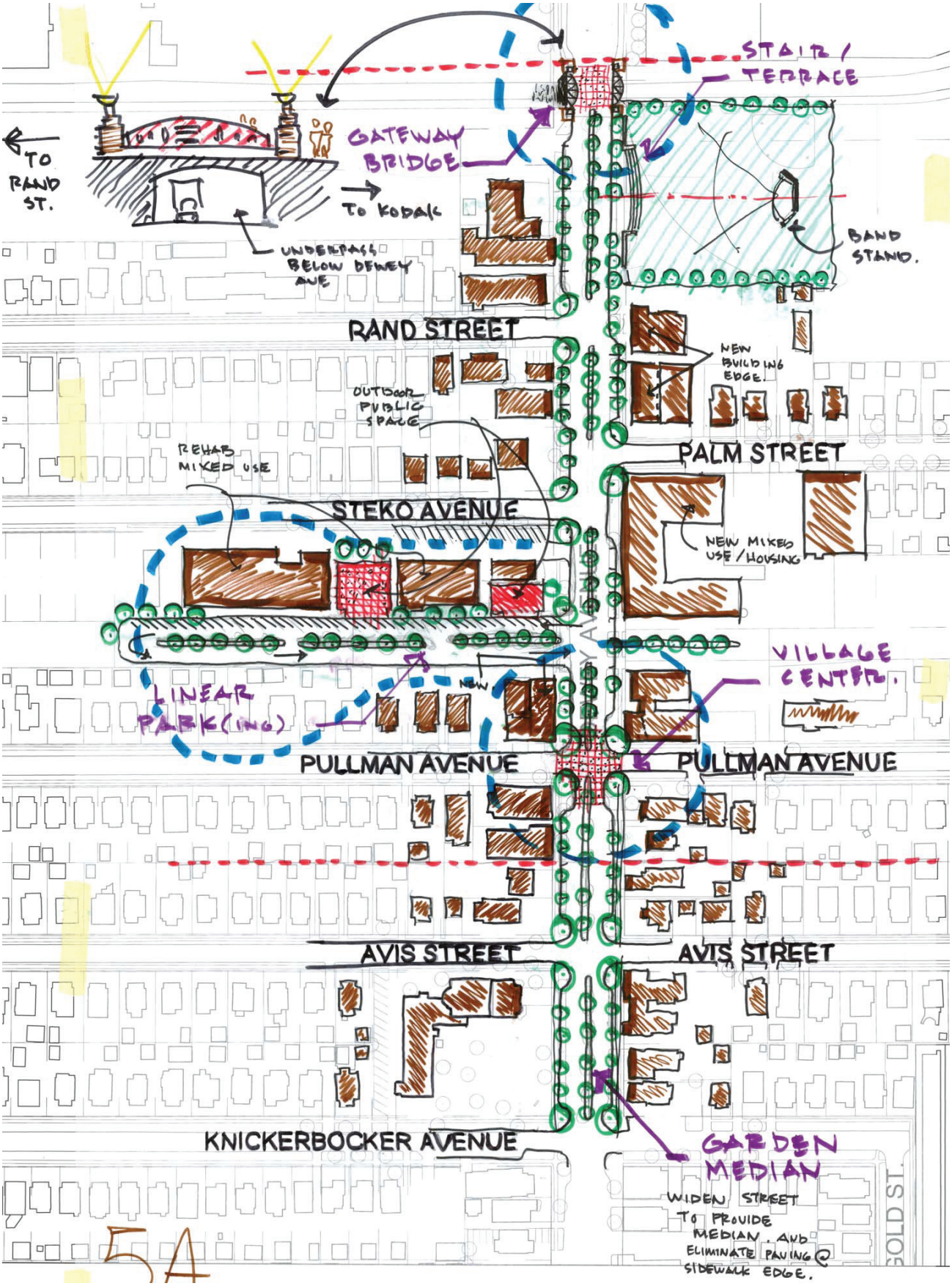
Description: The area of Dewey Avenue is between Pullman Avenue and Rand Street.

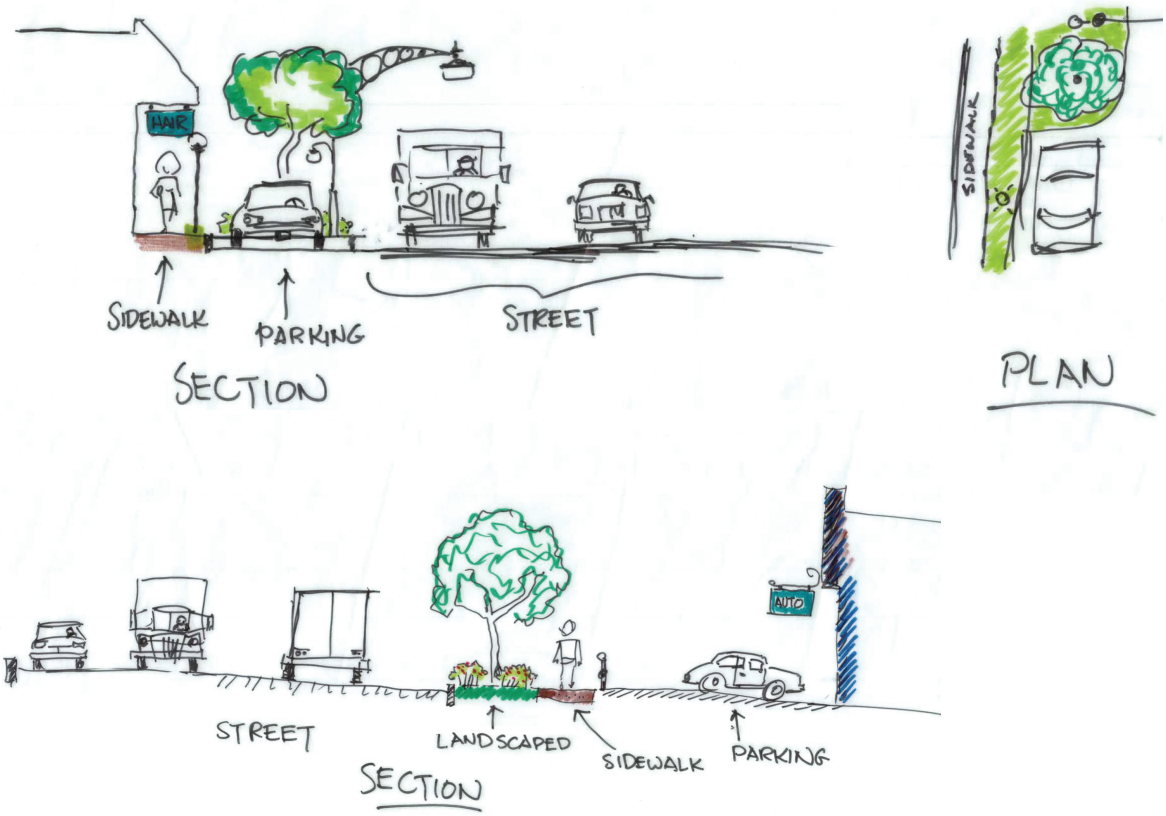
Community Suggestions from the Charrette:

- Gateway architectural element to kickoff neighborhood;
- Create a series of pocket parks;
- Pullman Avenue and Dewey Avenue intersection should be strengthened and highlighted as the center of an urban village.






STAIR / TERRACE
GATEWAY BRIDGE
TO RAND ST.
TO KODAK
UNDERPASS BELOW DEWEY AVE
BAND STAND.
RAND STREET
NEW BUILDING EDGE.
OUTDOOR PUBLIC SPACE
REHAB MIXED USE
PALM STREET
STEKO AVENUE
NEW MIXED USE / HOUSING
VILLAGE CENTER.
LINEAR PARK(ING)
NEW
PULLMAN AVENUE
PULLMAN AVENUE
AVIS STREET
AVIS STREET
KNICKERBOCKER AVENUE
GARDEN MEDIAN
WIDEN STREET TO PROVIDE MEDIAN, AND ELIMINATE PAVING @ SIDEWALK EDGE.
5A


HAIR
SIDEWALK
PARKING
STREET
SECTION
SIDEWALK
PLAN
AUTO
STREET
LANDSCAPED
SIDEWALK
PARKING
SECTION
1. Reduce ENTRANCE & Exits on to Dewey
2. Cut NEW ENTRANCE on PULLMAN
3. Provide Parking on DEWEY
4. ELIMINATE EXCESS PAVING
5. Replace with Green Space/Trees
ELIMINATE EXCESS PAVING
PULLMAN AVE
NEW ENTER
Parking
SIDEWALK
Parking
DEWEY AVE
Reduce ENTER/EXIT
ELIMINATE EXCESS PAVING

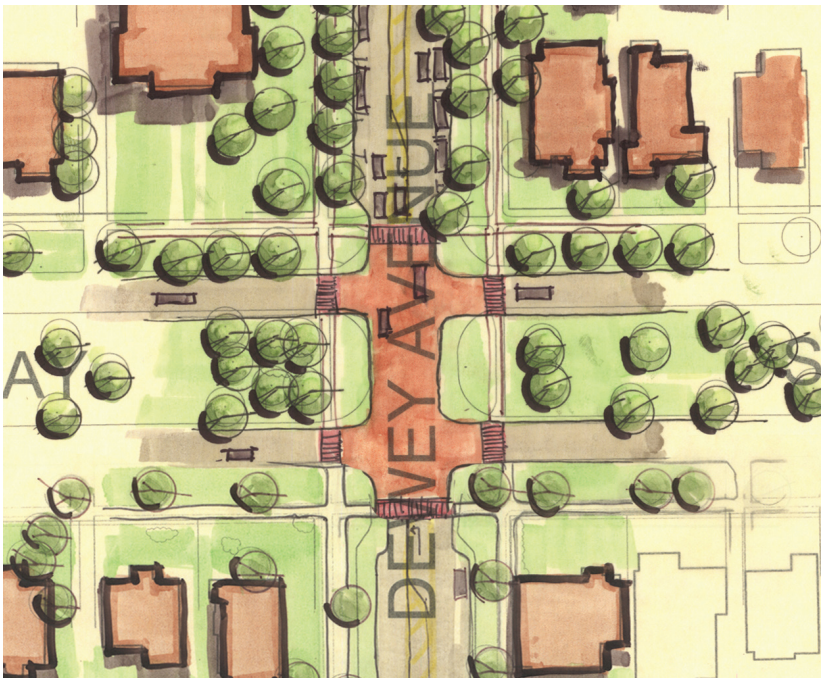
Vision Plan Development

After a charrette, ideas raised must be translated into design concepts and shown on a physical plan, the "Vision Plan." During the first phase of post charrette work for the Dewey Avenue Vision Plan, RRCDC , in consultation with the Dewey Avenue Steering Committee, formulated strategies for expressing the ideas raised at the charrette. These ideas were prioritized and decisions were made regarding what would be included in the physical plan.

The first draft plan was presented to the public on September 12, 2007 at the Aquinas Institute of Rochester. The meeting gave community members an opportunity to see the draft plans and review initial concepts for the final physical plans. After RRCDC presented the draft plans, a dialogue ensued with community member to receive feedback and answer questions. Note cards were also distributed to collect comments. This feedback was incorporated into the final renderings and Vision plan.

The plan itself is created as an overlay drawing illustrating new, suggested features overlain on a base map showing existing physical conditions in the charrette area. Together with the written recommendations for development outlined in the report, the physical plan provides the f ramework and mapping for future neighborhood development.

A Vision Plan is important for a variety of reasons. It is based on ideas generated at the charrette and serves as a record of those ideas and recommendations. Working in the format of an overall plan ensures continuity and coordination, effectively tying together what is done in one area of the community with that in another in an overall strategy. The plan is a useful document the community can employ when explaining strategies, seeking funding and encouraging investors to support development ideas. Having a plan available is valuable for the community to refer to when issues develop regarding planning and zoning. It serves as a planning tool and a map for short and long-term project development and implementation.



Vision Plan Introduction

The Vision Plan for Dewey Avenue is comprised of the final plans, renderings and written descriptions provided in the following section of this report. The plans presented in this section of the report are as follows:

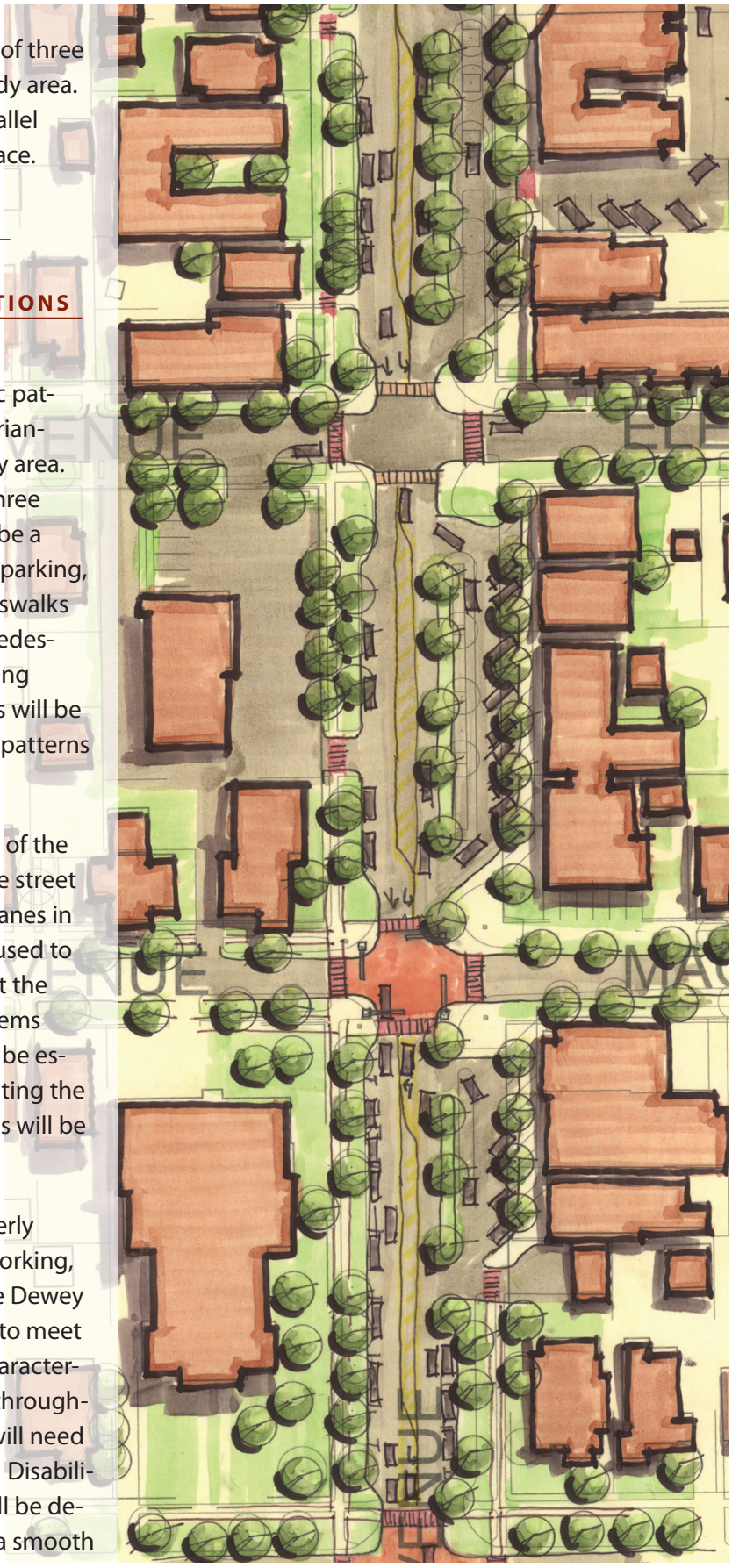
- Charrette Area Plan;
- Plan A—Lexington Avenue to Kislingbury Street;
- Plan B—Kislingbury Street to Alameda Street;
- Plan C—Alameda Street to Electric Avenue;
- Plan D—Electric Avenue to Knickerbocker Avenue;
- Plan E—Knickerbocker Avenue to Rand Street;
- Plan F—Rand Street to Velox Street;
- Driving Park Intersection Alternate.

The Charrette Area Plan depicts the overall Dewey Avenue Corridor and indicates the sub-area plan locations. Each sub-area plan, labeled A through F, presents the proposed improvements for a segment of the corridor. A detail of an alternate plan for the Dewey Avenue and Driving Park Avenue intersection illustrates improvements the community desires should the existing dog-leg intersection be removed. The proposed improvements are color-coded and a legend is provided to indicate the type of development or enhancement each color represents.

Two black and white drawings further illustrate the proposed vision along the corridor. An elevation drawing shows improvements to the façades of businesses between Magee Avenue and Electric Avenue. A perspective drawing, looking north from the Dewey Avenue and Ridge Road intersection, illustrates the potential mixed-use development envisioned for this area.

A written summary outlines the major proposed improvements.

The Vision Plan assumes the development of three vehicular lanes along the length of the study area. In addition, bike lanes, bump outs and parallel parking are envisioned throughout this space.



Create a Pedestrian-Friendly Environment: Slow Traffic, Diversify Transportation Options and Improve Accessibility

The Vision Plan suggests the existing traffic patterns be revised to develop a more pedestrian-friendly environment throughout the study area. This will be accomplished by developing three eleven-foot traffic lanes (one of which will be a left-turn lane), providing on-street parallel parking, bump-outs, patterned and/or colored crosswalks and intersections and traffic signals with pedestrian activated crossing signals. Incorporating context-sensitive traffic planning principles will be a major priority when reconfiguring traffic patterns along the Dewey Avenue corridor.

Bike lanes are also proposed for the length of the Dewey Avenue study area. The width of the street affords the development of five-foot bike lanes in each direction. Shoulder markings will be used to indicate the bike lane locations throughout the corridor. Connections to existing trails systems such as those along the Genesee River will be established using the surface streets intersecting the study area corridor. Future trail connections will be explored as opportunities emerge.

Disabled individuals and an increasing elderly population demand an accessible living, working, shopping and recreating environment. The Dewey Avenue corridor presents the opportunity to meet these needs by improving its accessible characteristics. Accessibility is a concern addressed throughout the corridor and future development will need to comply with the current Americans with Disabilities Act (ADA) guidelines. All crosswalks will be developed with curb-cut ramps allowing for a smooth

transition between the sidewalk and crosswalk. Accessible parking spaces will be developed in front of businesses. Striping, textures and colors will indicate pedestrian crossings.

Improve Aesthetic Character

The Dewey Avenue Corridor will be a place where the diversity of the neighborhood is captured and celebrated through its architecture variety. The building façades throughout the corridor will be improved with attention to architectural details including, but not limited to, lighting, awnings, window treatments and signage. These improvements will respect the architectural character of the buildings and corridor while improving the appearance of façades that will increase appeal, adding to the experience for pedestrians and other users of the corridor.

Establish Community Gateways

Gateway features such as signs or sculptural elements will be used to highlight the Dewey Avenue Corridor and Maplewood Neighborhood. These elements will be located at the Driving Park Avenue and Ridge Road nodes. Community residents and local artists should be encouraged to engage in the process of designing these elements.

Respect, Reclaim and Preserve Existing Historical Buildings

The Dewey Avenue Corridor contains a handsome grouping of historical buildings that serve as the foundation for the identity of the neighborhood's built environment. These resources will be preserved and reclaimed through façade improvements and adaptive reuse. Mixed-use development will be encouraged for existing and new buildings. All proposed new buildings should respect the diversity of the built environment and be designed in a contextually appropriate manner regardless of intended use.

Respect, Reclaim and Preserve Natural Resources and Green Space

The urban environment of the Dewey Avenue Corridor will be enhanced to feature more green elements such as trees and landscaping. Building on the existing resource of Seneca Parkway (built from an Olmsted plan developed for Rochester), additional street trees and landscaping will be planted throughout the corridor. In addition, areas in the plan where redevelopment may occur will reserve areas for green space and provide passive and active recreation opportunities. Brownfields, former industrial lands that may possess harmful chemicals, might be remediated through natural processes, providing green space and improving environmental quality.

Encourage Community Partnerships

Improving the physical environment of the Dewey Avenue Corridor will require that partnerships be developed between numerous groups. Business growth and development will be encouraged through a collaboration of the business community and neighborhood groups.

Parking Strategies

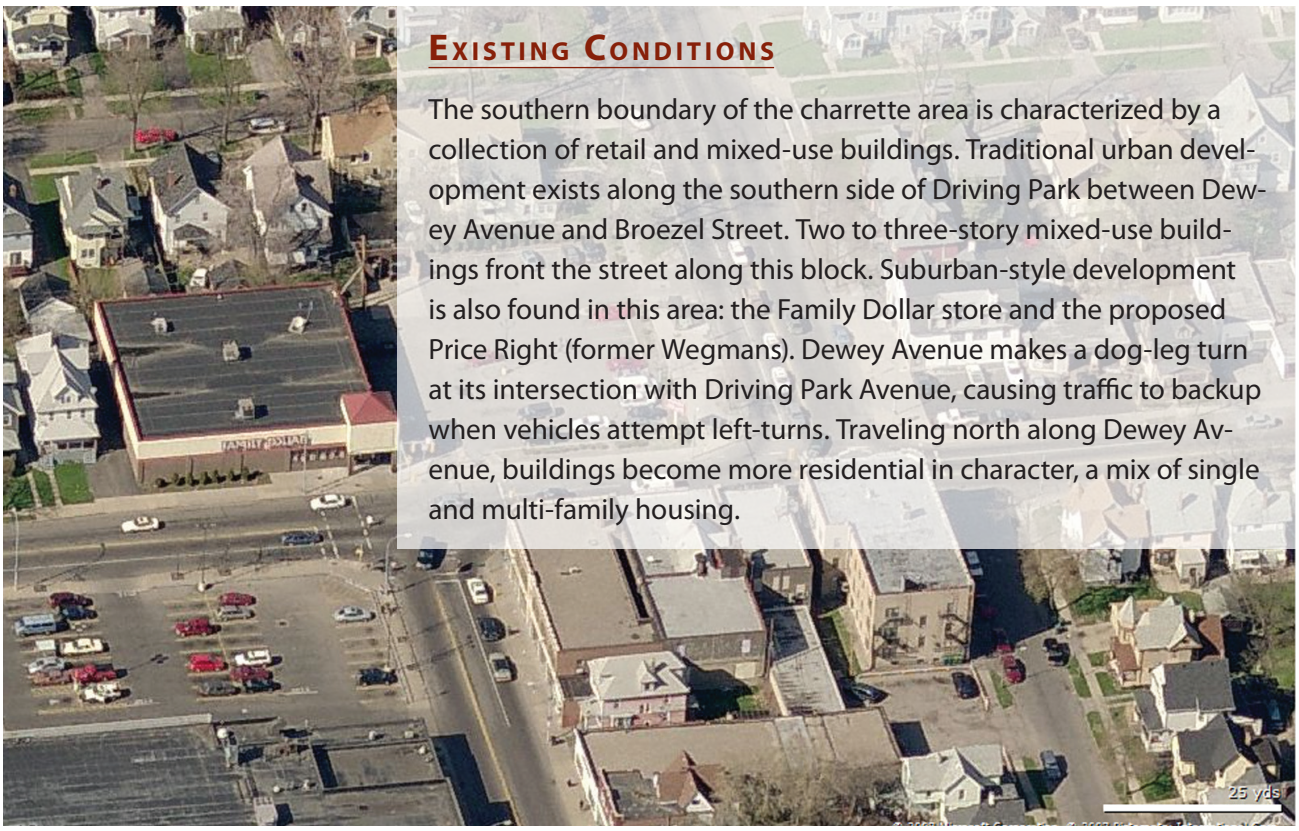
The Dewey Avenue Corridor will feature more efficient use of existing parking opportunities while developing new ones. Shared parking can be developed in business areas. Employees can be encouraged to park along side streets to keep spaces for patrons available close to the front of businesses. In areas where on-street parking is installed, line-striping will be used to delineate spaces, promoting more orderly parking. Accessible parking spaces will be provided in off-street parking areas adjacent to businesses.

Color Legend

Placeholder page for Overall Study Map

Backside of placeholder page for Overall Study Map

Plan A—Lexington Avenue to Kislingbury Street



Existing Conditions

The southern boundary of the charrette area is characterized by a collection of retail and mixed-use buildings. Traditional urban development exists along the southern side of Driving Park between Dewey Avenue and Broezel Street. Two to three-story mixed-use buildings front the street along this block. Suburban-style development is also found in this area: the Family Dollar store and the proposed Price Right (former Wegmans). Dewey Avenue makes a dog-leg turn at its intersection with Driving Park Avenue, causing traffic to backup when vehicles attempt left-turns. Traveling north along Dewey Avenue, buildings become more residential in character, a mix of single and multi-family housing.

Overview of Vision Plan Features in Plan A

Create a Pedestrian-Friendly Environment

Develop the Finch Street Boulevard—Create a landscaped median buffer between the residences on Finch Street and the proposed Price Right store.

Improve Pedestrian Crossings—Install bump-outs and distinguishable crosswalks at intersections. Where traffic signals exist, they should be equipped with pedestrian activated crossing signals.

Reconfigure Dewey and Driving Park Intersection—Widen Driving Park Avenue at Dewey Avenue to accommodate a left-turn lane and on-street parking in both directions. Combined with reconfigured crosswalks and a resignalization of the lights, the intent is to alleviate traffic congestion while increasing pedestrian safety at this intersection. An alternate option illustrates eliminating the dog-leg and creating a park.

Create Bike Lanes—This is the southern terminus for the bike lanes proposed along Dewey Avenue.

Improve Aesthetic Character

Undertake Façade Improvements—Revitalize the façades of existing buildings. The proposed Price Right store should contain more street-level windows designed to increase the permeability of the façade for pedestrians and other passers-by.

Encourage Strategic Infill Development—Develop new buildings that address the street and provide parking in the rear of the property at the Family Dollar site and the northeast corner of Dewey Avenue and Driving Park Avenue. New infill will respect setback lines of the historic neighborhood.

Improve Streetscape and Landscaping—Provide new street trees, streetscape furniture, lighting and landscaping in the business and residential areas of the street. The placement of street furniture such as trash receptacles, benches, bike racks and bus stops will consider their functional and aesthetic implications.

Establish Community Gateways

Create a Gateway Garden at Driving Park Avenue and Dewey Avenue—This public park will contain green space for community gardens or other forms of landscaping designed to provide a gateway element to the Dewey Avenue/Maplewood Neighborhood. A sculpture or fountain will also provide visual interest to this space.

Respect, Reclaim and Preserve Existing Historical Buildings

Revitalize Traditional Urban Built Environment—Capitalize upon opportunities to undertake façade improvements on existing buildings adjacent to Dewey Avenue and Driving Park. Improvements will respect the historic context of the buildings. Encourage neighborhood business development.

Encourage Community Partnerships

Engage Community Members—Encourage residents to become involved in the creation, installation and maintenance of the gateway garden. Business owners should also be partners in the revitalization of this business node.

Parking Strategies

Restructure Parking Opportunities—Create shared parking opportunities behind proposed mixed-use building on the Family Dollar site and at the proposed Price Right. Increase the amount of on-street, parallel parking at the Dewey Avenue and Driving Park Avenue intersection.

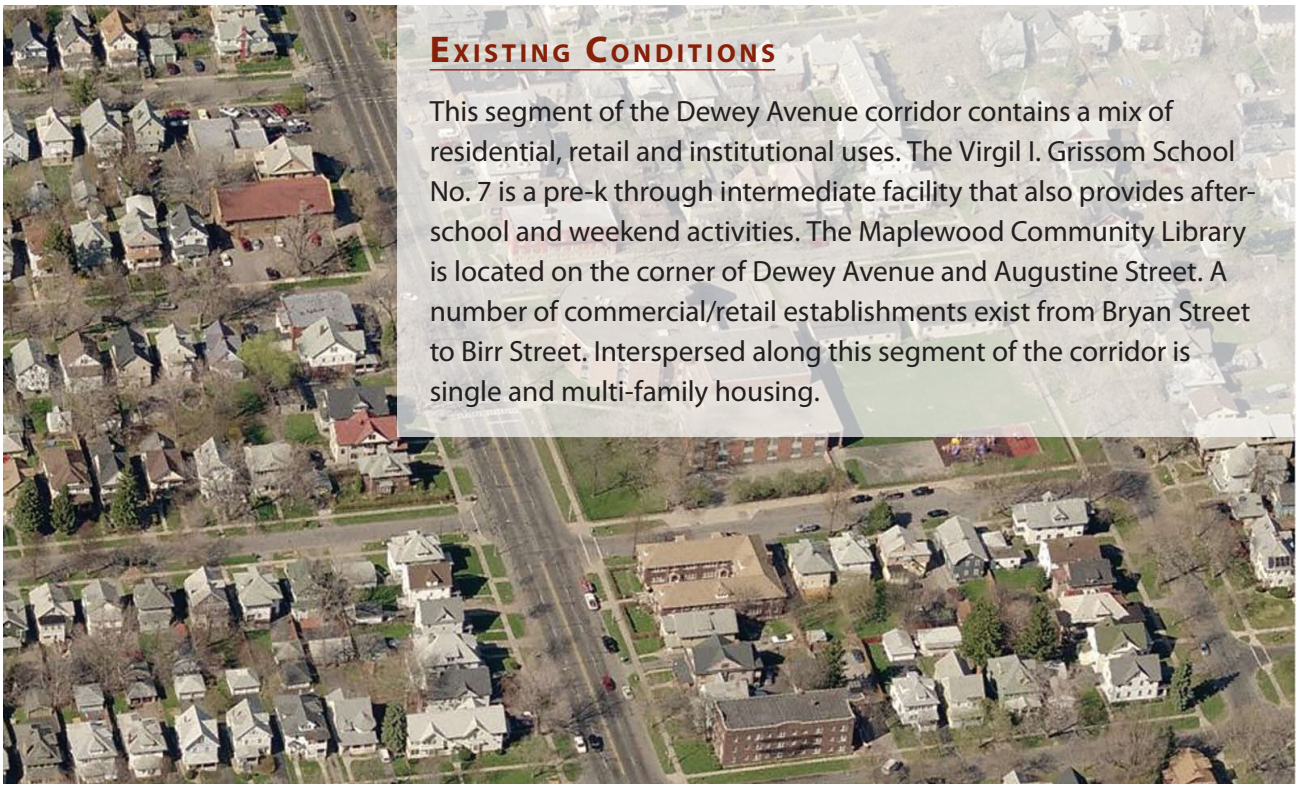
Placeholder page for Plan a.jpg

Backside of Plan A page

Placeholder for Alt dpa.jpg

Backside of Alt dpa.jpg

Plan B—Kislingbury Street to Alameda Street



Existing Conditions

This segment of the Dewey Avenue corridor contains a mix of residential, retail and institutional uses. The Virgil I. Grissom School No. 7 is a pre-k through intermediate facility that also provides after-school and weekend activities. The Maplewood Community Library is located on the corner of Dewey Avenue and Augustine Street. A number of commercial/retail establishments exist from Bryan Street to Birr Street. Interspersed along this segment of the corridor is single and multi-family housing.

Overview of Vision Plan Features in Plan B

Create a Pedestrian-Friendly Environment

Improve Pedestrian Crossings—The installation of bump-outs and cross-walks with textured or colored paving materials will help to improve the pedestrian realm. This is especially important at the mid-block crossing for School No. 7 where pedestrians should be encouraged to utilize the traffic signal. At this location, developing a distinct crosswalk, installing bump-outs and increasing signage to educate drivers of this crossing will serve to increase pedestrian safety.

Improve Aesthetic Character

Undertake Façade Improvements—Revitalize the façades of existing buildings. The buildings at the northwest and southwest corners of Bryan Street (Hahn Graphic and Maplewood Hardware) provide examples of appropriately designed façade improvements which should serve as a model for other buildings in the corridor.

Improve Streetscape and Landscaping—Provide new street trees, streetscape furniture, lighting and landscaping along the street. The placement of street furniture such as trash receptacles, benches and

bus stops will consider their functional and aesthetic implications. Bicycle racks should be installed at the business node located between Bryan and Birr streets.

Respect, Reclaim and Preserve Existing Historical Buildings

Revitalize Existing Buildings—Distinct residential, commercial and institutional buildings exist in this segment of the corridor and will be respected throughout the revitalization process. Façade improvements and the development of mixed-use commercial nodes will be undertaken. The buildings at the northwest and southwest corners of Bryan Street (Hahn Graphic and Maplewood Hardware) provide examples of appropriately designed and implemented façade improvements that should serve as models for other buildings in the corridor.

Encourage Community Partnerships

Develop Institutional Partnerships—School No. 7 promotes engagement with the community. Cultivating this relationship will help to provide an opportunity for students and residents to join together in revitalizing the neighborhood. Engaging other groups such as Pathways to Peace in landscaping initiatives such as street tree plantings can provide local youth with constructive outlets and simultaneously implement elements of the Vision Plan.

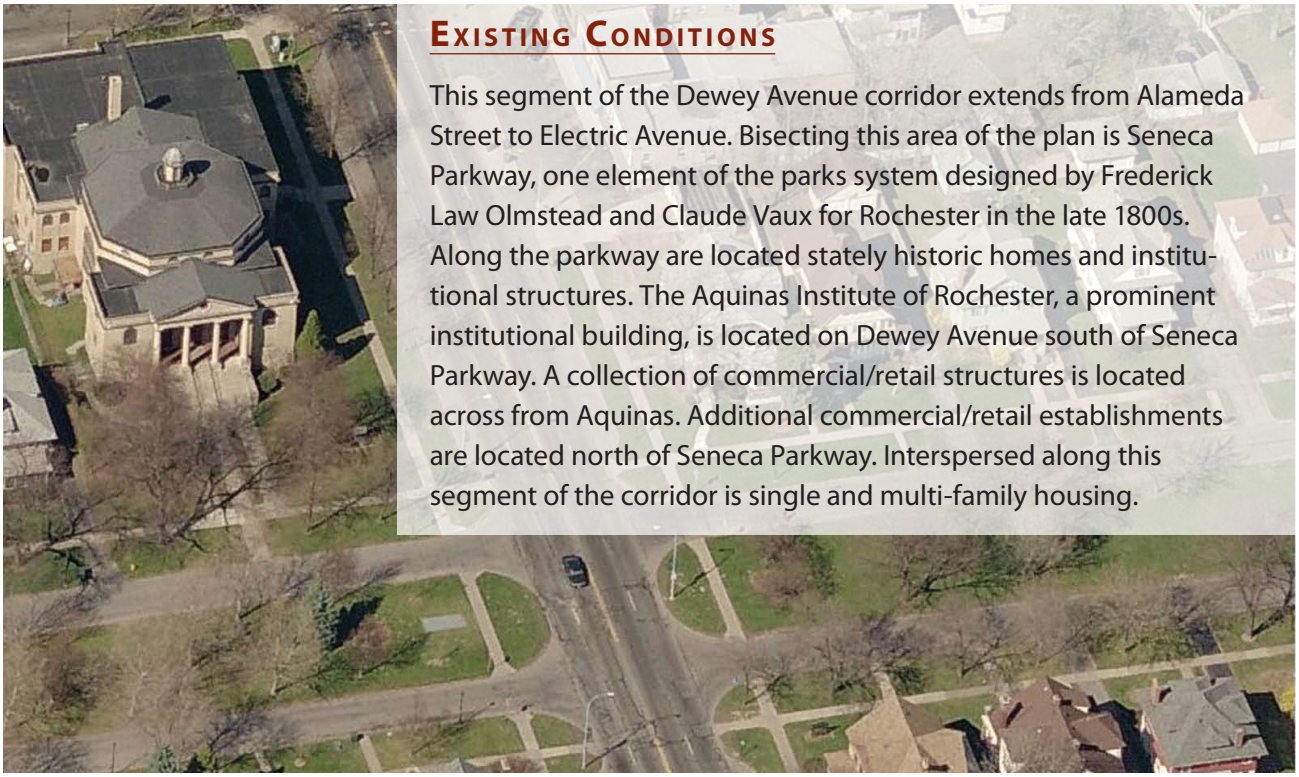
Parking Strategies

Install Diagonal Parking—The existing parking configuration in front of 1040–1056 Dewey Avenue will be reconstructed to allow diagonal parking. A landscaped median will be installed to provide a buffer between the street and parked cars.

Placeholder for Plan b.jpg

Back side of Plan b.jpg

Plan C—Alameda Street to Electric Avenue



Existing Conditions

This segment of the Dewey Avenue corridor extends from Alameda Street to Electric Avenue. Bisecting this area of the plan is Seneca Parkway, one element of the parks system designed by Frederick Law Olmstead and Claude Vaux for Rochester in the late 1800s. Along the parkway are located stately historic homes and institutional structures. The Aquinas Institute of Rochester, a prominent institutional building, is located on Dewey Avenue south of Seneca Parkway. A collection of commercial/retail structures is located across from Aquinas. Additional commercial/retail establishments are located north of Seneca Parkway. Interspersed along this segment of the corridor is single and multi-family housing.

Overview of Vision Plan Features in Plan C

Create a Pedestrian-Friendly Environment

Improve Pedestrian Crossings—The installation of bump-outs and crosswalks with textured or colored paving materials will help to improve the pedestrian realm. Developing distinct crosswalks and installing bump-outs will serve to increase pedestrian visibility and safety. This is especially important at Alameda and Albemarle streets where students cross to access the Aquinas Institute. Highlighting these intersections and those at the business nodes at Magee and Electric avenues are goals for increasing pedestrian safety.

Increase Accessibility—The installation of accessible parking spaces with the proposed improvements to the diagonal parking at Magee and Electric avenues will serve disabled patrons of these businesses.

Improve Aesthetic Character

Undertake Façade Improvements—Revitalize the façades of existing buildings focusing first on the businesses.

Improve Streetscape and Landscaping—Provide new street trees, streetscape furniture, lighting and landscaping in the business and residential areas of the street. The placement of street furniture such as trash receptacles, benches and bus stops will consider their functional and aesthetic implications. Bicycle racks should be installed at the business node located between Seneca Parkway and Electric Avenue as well as Aquinas.

Respect, Reclaim and Preserve Existing Historical Buildings

Revitalize Existing Buildings—Distinct residential, commercial and institutional buildings exist in this segment of the corridor and will be respected throughout the revitalization process. Façade improvements and the development of mixed-use commercial nodes will be undertaken. The mixed-use buildings located between Seneca Parkway and Electric Avenue as well as 1168–1182 Dewey Avenue will be preserved and revitalized. Those buildings across from the Aquinas Institute (1168–1182 Dewey Avenue) may be revitalized with businesses that cater to younger patrons such as cafes, music or coffee shops.

Respect, Reclaim and Preserve Natural Resources and Green space

Capitalize Upon the Seneca Parkway—The parkway is a central element of the neighborhood surrounding the corridor and will provide a basis upon which to build the revitalization effort. Greening activities such as street trees and landscape plantings will build upon the character developed by the parkway.

Parking Strategies

Improve Diagonal Parking—The existing diagonal parking spaces in front of 1274–1286 and 1298–1326 Dewey Avenue will be reconfigured to provide accessible parking spaces and larger sidewalks in front of the businesses. This will allow better pedestrian access to these businesses while maintaining convenient parking opportunities. The median between Dewey Avenue and the parking will be landscaped and planted with street trees.

Encourage Shared Parking—To increase parking available to residents and patrons of the mixed-use buildings at 1298–1326 Dewey Avenue, the owners of these properties may consider developing a shared parking arrangement. Reconfiguring the backyards of these properties to allow a contiguous parking area shared between the four buildings is one option to increase space for parking.

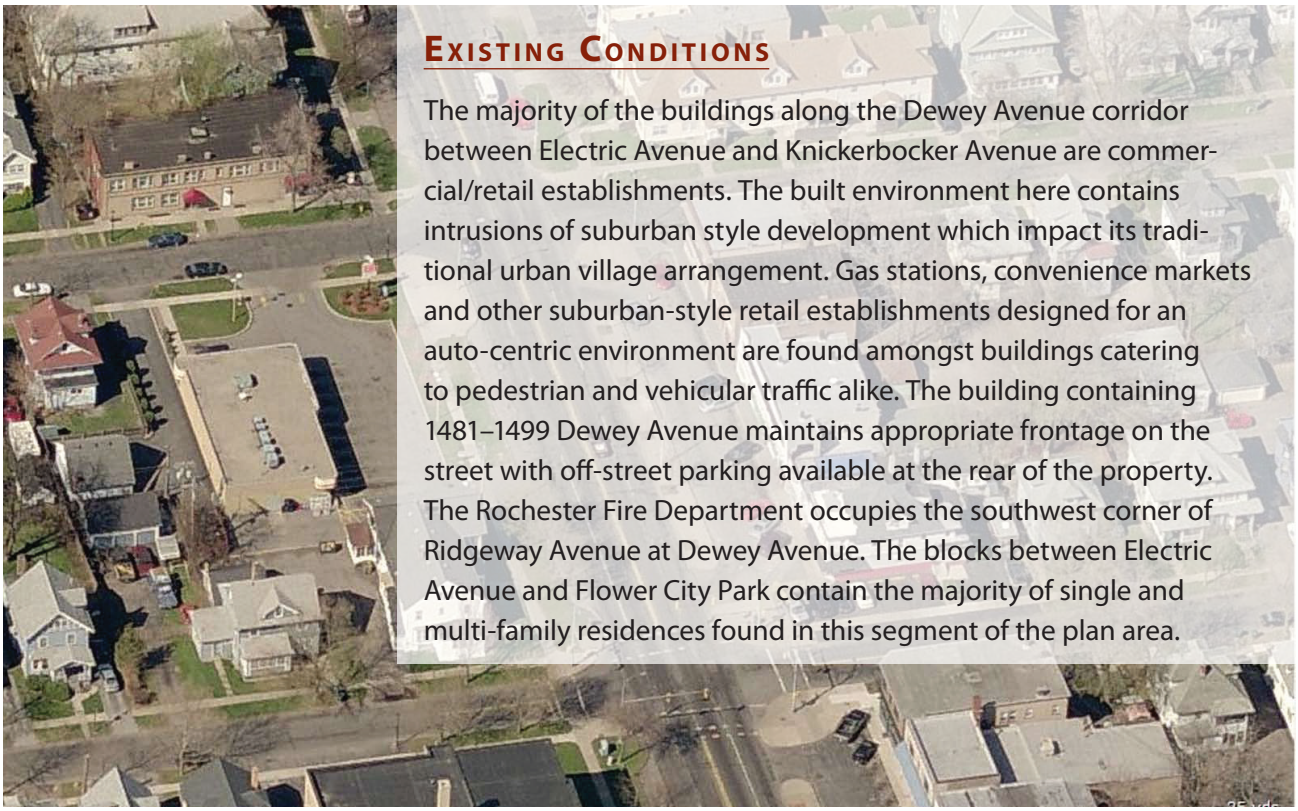
Placeholder for Plan c.jpg

Back side of Plan c.jpg

Placeholder for Facade Elevation Reduced.ai

Back side of Facade Elevation Reduced.ai

Plan D—Electric Avenue to Knickerbocker Avenue



Existing Conditions

The majority of the buildings along the Dewey Avenue corridor between Electric Avenue and Knickerbocker Avenue are commercial/retail establishments. The built environment here contains intrusions of suburban style development which impact its traditional urban village arrangement. Gas stations, convenience markets and other suburban-style retail establishments designed for an auto-centric environment are found amongst buildings catering to pedestrian and vehicular traffic alike. The building containing 1481–1499 Dewey Avenue maintains appropriate frontage on the street with off-street parking available at the rear of the property. The Rochester Fire Department occupies the southwest corner of Ridgeway Avenue at Dewey Avenue. The blocks between Electric Avenue and Flower City Park contain the majority of single and multi-family residences found in this segment of the plan area.

Overview of Vision Plan Features in Plan D

Create a Pedestrian-Friendly Environment

Improve Pedestrian Crossings—In addition to the installation of bump-outs, installing intersections with colored and/or textured paving will serve to alert drivers of areas frequented by pedestrians. These crossing areas will be found at Flower City Park, Ridgeway and Knickerbocker avenues. All other crosswalks will be highlighted with colors and textures.

Facilitate Diverse Transportation Options—The installation of bike lanes will increase bicycle traffic through the corridor, providing additional patrons for area businesses. Providing bicycle racks in commercial areas can encourage cyclists to stop and shop at neighborhood establishments.

Improve Aesthetic Character

Undertake Façade Improvements—Revitalize the faÇades of existing buildings focusing first on the businesses.

Improve Streetscape and Landscaping—Provide new street trees, streetscape furniture, lighting and landscaping in the business and residential areas of the street. The placement of street furniture such as trash receptacles, benches and bus stops will consider their functional and aesthetic implications.

Respect, Reclaim and Preserve Existing Historical Buildings

Capitalize Upon Remaining Buildings—As suburban-style, auto-oriented buildings change the character of the neighborhood, increased pressure is exerted to both remove and maintain earlier forms of architecture. Maintaining the identity of the corridor by respecting, reclaiming and preserving exiting historical buildings will be important. The building containing 1481–1499 Dewey Avenue can serve as a model for appropriate development and revitalization designed to encourage mixed-use in the corridor.

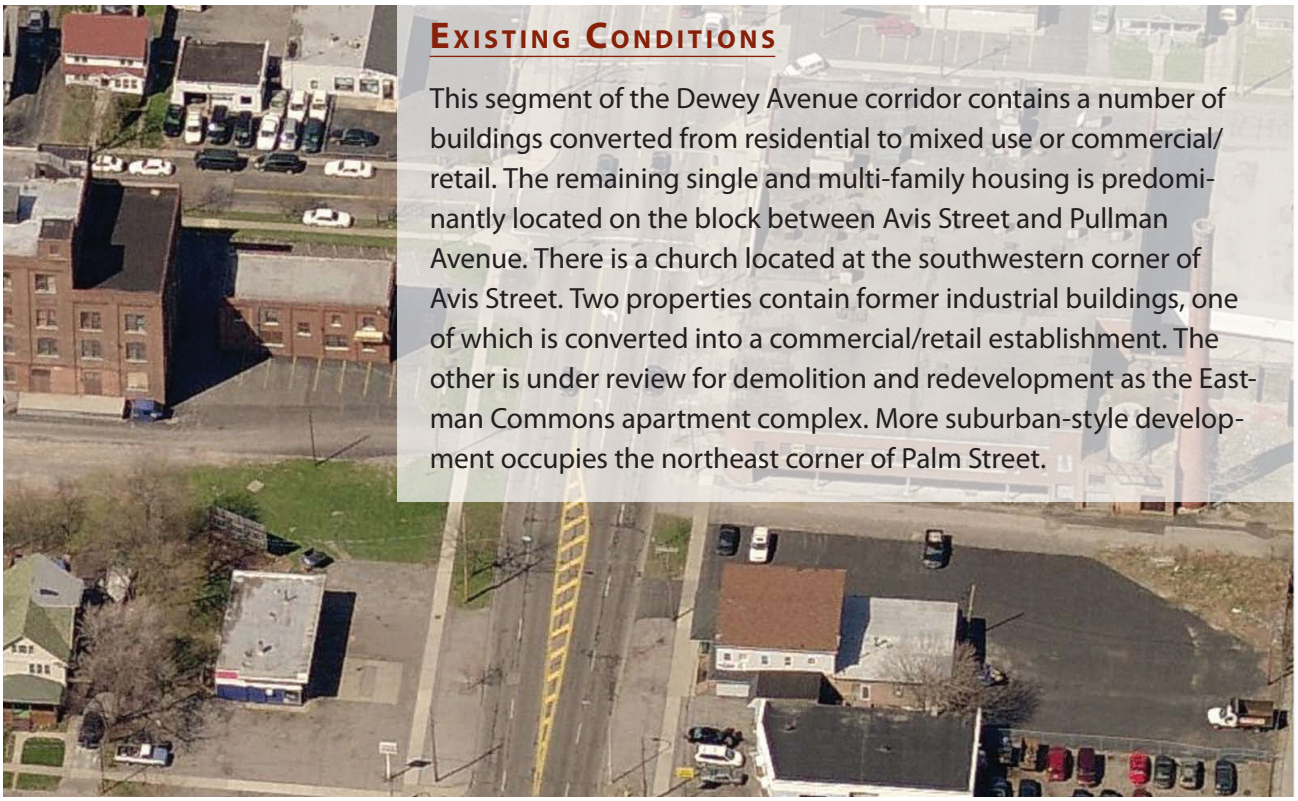
Parking Strategies

Improve Diagonal Parking—The creation of diagonal parking spaces in front of 1354–1370 Dewey Avenue will provide a larger sidewalk in front of these businesses, allowing better pedestrian access while maintaining convenient parking opportunities. An accessible parking space will be provided. A median between Dewey Avenue and the parking will be landscaped and planted with street trees.

Placeholder for Plan d.jpg

Back side of Plan d.jpg

Plan E—Knickerbocker Avenue to Rand Street



Existing Conditions

This segment of the Dewey Avenue corridor contains a number of buildings converted from residential to mixed use or commercial/retail. The remaining single and multi-family housing is predominantly located on the block between Avis Street and Pullman Avenue. There is a church located at the southwestern corner of Avis Street. Two properties contain former industrial buildings, one of which is converted into a commercial/retail establishment. The other is under review for demolition and redevelopment as the Eastman Commons apartment complex. More suburban-style development occupies the northeast corner of Palm Street.

Overview of Vision Plan Features in Plan E

Create a Pedestrian-Friendly Environment

Improve Pedestrian Crossings—In addition to the installation of bump-outs, installing intersections with colored and/or textured paving will serve to alert drivers of areas frequented by pedestrians. This style crossing area will be found at Knickerbocker Avenue. All other crosswalks will be highlighted with colors and textures.

Facilitate Diverse Transportation Options—The installation of bike lanes will increase bicycle traffic through the corridor, providing additional patrons for area businesses. Providing bicycle racks in commercial areas can encourage cyclists to stop and shop at neighborhood establishments.

Improve Aesthetic Character

Undertake Façade Improvements—Revitalize the facades of existing buildings focusing first on the businesses.

Improve Streetscape and Landscaping—Provide new street trees, streetscape furniture, lighting and landscaping in the business and residential areas of the street. The placement of street furniture such as trash receptacles, benches and bus stops will consider their functional and aesthetic implications.

Mitigate the Presence of Parking—The proposed creation of parking opportunities includes spaces that will not be behind existing or proposed buildings. In locations where existing or proposed parking is found adjacent to the street and sidewalk, mitigating measures to screen these lots should be employed. These measures may include decorative metal or brick fences and/or landscaping.

Respect, Reclaim and Preserve Existing Historical Buildings

Capitalize Upon Remaining Buildings—As suburban-style, auto-oriented buildings change the character of the neighborhood, increased pressure is exerted to both remove and maintain earlier forms of architecture. Maintaining the identity of the corridor by respecting, reclaiming and preserving existing historical buildings will be important. Plans to demolish and replace the industrial building at 1630 Dewey Avenue should be reviewed with consideration for the existing historical built environment found throughout the corridor. Adaptive reuse opportunities should be considered for other buildings contributing to the historical identity of the corridor such as at 1573–1585 and 1631 Dewey Avenue.

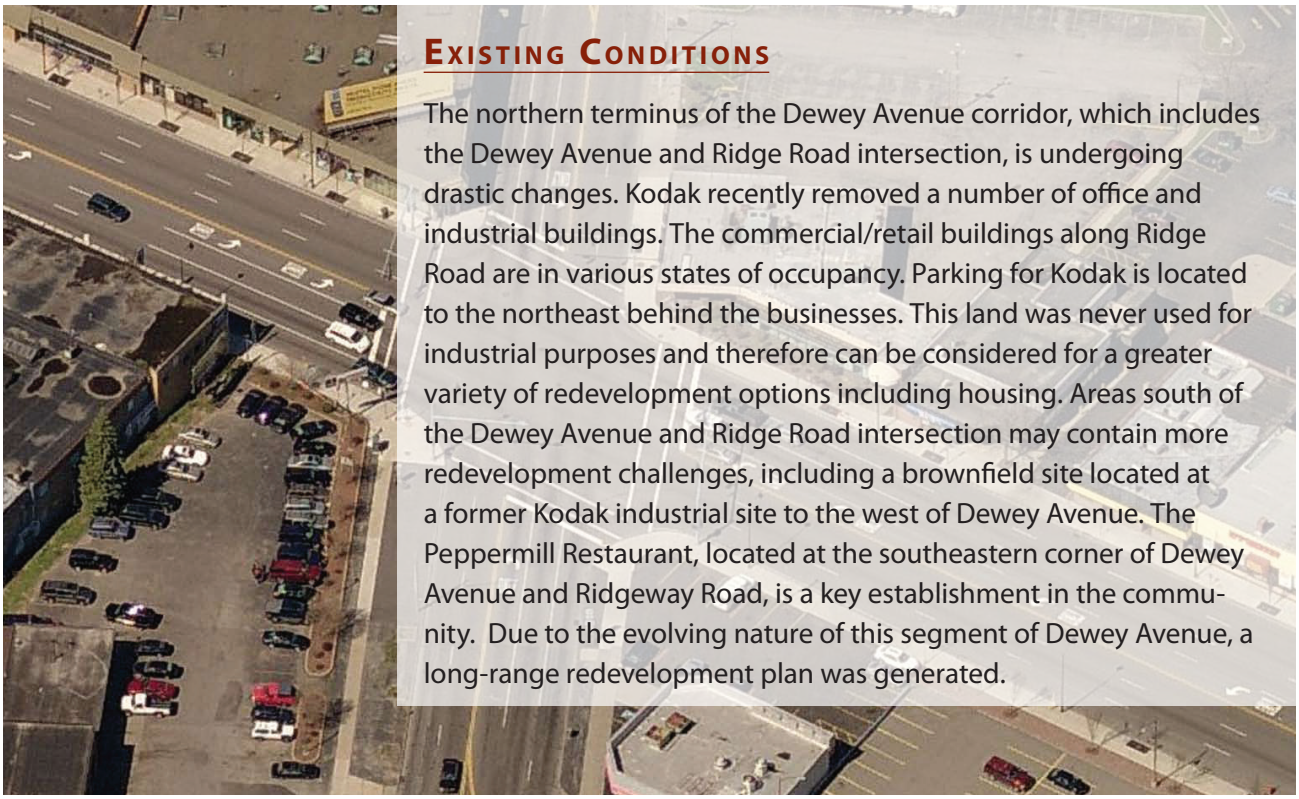
Parking Strategies

Shared Parking—The creation of shared parking will increase the amount of available parking in this segment of Dewey Avenue. Opportunities to improve existing parking and create shared parking arrangements exist at 1530–1548, 1604 and 1631 Dewey Avenue.

Placeholder for Plan e.jpg

Back side of Plan e.jpg

Plan F—Rand Street to Velox Street



Existing Conditions

The northern terminus of the Dewey Avenue corridor, which includes the Dewey Avenue and Ridge Road intersection, is undergoing drastic changes. Kodak recently removed a number of office and industrial buildings. The commercial/retail buildings along Ridge Road are in various states of occupancy. Parking for Kodak is located to the northeast behind the businesses. This land was never used for industrial purposes and therefore can be considered for a greater variety of redevelopment options including housing. Areas south of the Dewey Avenue and Ridge Road intersection may contain more redevelopment challenges, including a brownfield site located at a former Kodak industrial site to the west of Dewey Avenue. The Peppermill Restaurant, located at the southeastern corner of Dewey Avenue and Ridgeway Road, is a key establishment in the community. Due to the evolving nature of this segment of Dewey Avenue, a long-range redevelopment plan was generated.

Overview of Vision Plan Features in Plan F

Create a Pedestrian-Friendly Environment

Slow Traffic on Ridge Road and Dewey Avenue—Traffic along both of these roads is encouraged to travel at higher than posted speeds, something the narrowing of travel lanes and installation of bump-outs is designed to mitigate. Maintaining left-turn lanes along these routes will allow traffic to flow smoothly through intersections.

Improve Pedestrian Crossings—In addition to the installation of bump-outs, installing intersections with colored and/or textured paving will serve to alert drivers of areas frequented by pedestrians. This style crossing area will be found at the new intersection north of Ridge Road. All other crosswalks will be highlighted with colors and textures.

Facilitate Diverse Transportation Options—Context sensitive street design and multi-modal transportation opportunities will be considered when redeveloping this area. The installation of bike lanes will increase bicycle traffic through the corridor, providing additional patrons for area businesses. Providing bicycle racks in commercial areas can encourage cyclists to stop and shop at neighborhood establishments. In addition, new streets will be designed to accommodate

various levels of traffic flows and respond to the built environment through which they travel.

Improve Aesthetic Character

Undertake Façade Improvements and Develop New Buildings—Many of the existing structures are equipped with façades not designed for pedestrians. Revitalizing the façades of these buildings to focus on both pedestrian and vehicular traffic will be necessary. New buildings developed to replace aging, non-significant single-story suburban structures, should be designed for mixed-use, pedestrian-friendliness and be two to three-stories in height.

Improve Streetscape and Landscaping—Provide new street trees, streetscape furniture, lighting and landscaping in the business and residential areas of the street. The placement and design of street furniture such as trash receptacles, benches and bus stops will be done sensitively, considering both their functional and aesthetic implications.

Mitigate the Presence of Parking—In locations where existing or proposed parking is found adjacent to the street and sidewalk, such as at the Peppermill Restaurant, mitigating measures to screen these lots will be employed. These measures may include installing decorative metal or brick fences and/or adding landscaping.

Establish Community Gateways

Create the Northern Gateway—The Ridge Road intersection represents an important gateway into to the Dewey Avenue/Maplewood Neighborhood and will be highlighted with a sculpture and sign. These elements will indicate the entrance into this environment and should be designed with community input and participation of local artisans.

Respect, Reclaim and Preserve Existing Historical Buildings

Identify and Utilize Adaptive Re-use Opportunities—In the remaining historical buildings along Ridge Road, opportunities to capitalize and build upon their historic nature will be pursued through adaptive reuse and business development.

Reflect Existing in the New—The new development of housing and mixed-used structures should reflect the existing built environment found in the area. Areas where existing residential development abuts proposed development will likely benefit in transitioning from lower density to higher density development reflective of surrounding architectural styles, knitting the new and old together.

Respect, Reclaim and Preserve Natural Resources and Green Space

Capitalize Upon Opportunities for Green Space—The open nature of this area of the corridor presents the opportunity to create visual and functional green space. The brownfield site could be a visual green space landscaped with vegetation suitable for mitigating environmental contamination. Other green space locations will be developed to provide opportunities for active and passive recreation. Consideration will be made to connect these with future green infrastructure elements, potentially linking to green spaces along the Genesee River such as Seneca, Maplewood and Turning Point parks.

Parking Strategies

Diverse Parking Options—The parking options found at this segment of the plan area will be as diverse as the development. On-street parking, off-street parking, underground and above ground garages could likely all find utility here. The plan shows predominantly surface parking located on-street and behind existing and proposed buildings. Where parking is adjacent to the street, it is screened with decorative metal or brick fences and/or landscaping. Shared parking will be developed.

Placeholder page for Plan f.jpg

Back side of Plan f.jpg

Placeholder for Ridge Road Perspective Reduced.ai

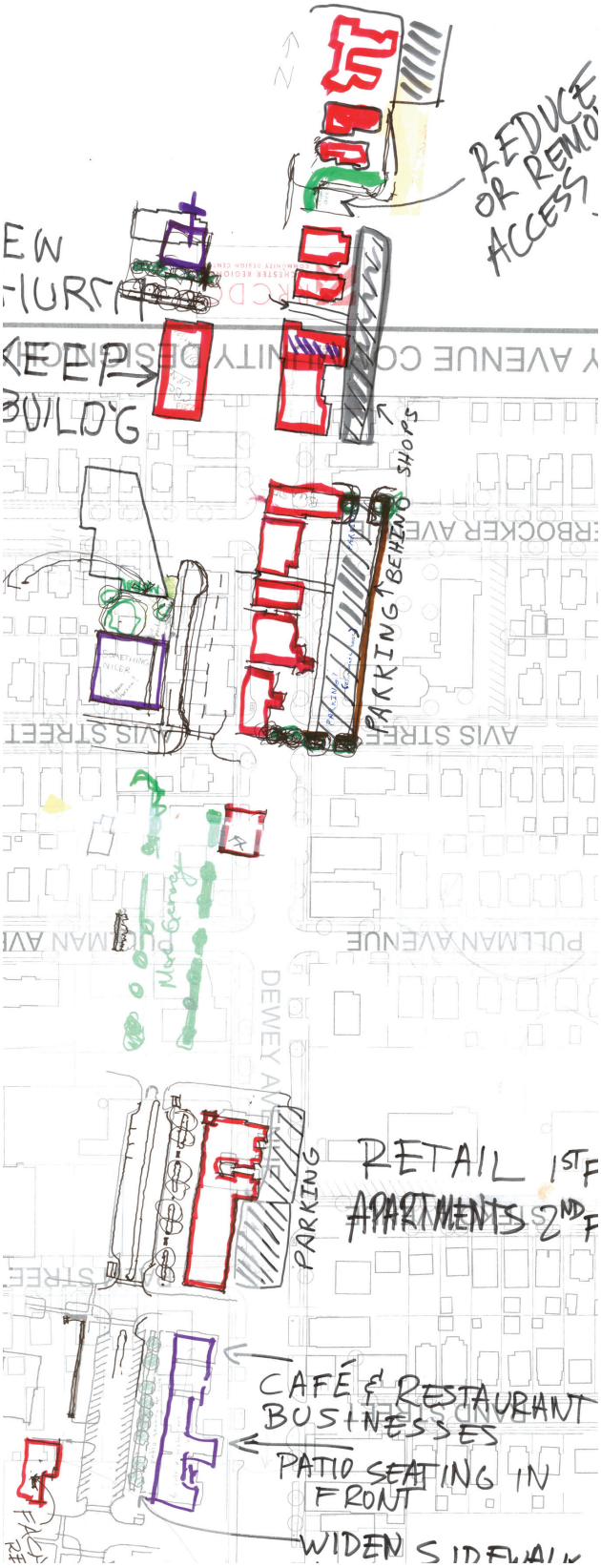
Back side of Ridge Road Perspective Reduced.ai

Post Charrette Implementation

During the upcoming Implementation Phase, the Maplewood Neighborhood Association, Dewey Avenue Steering Committee and interested citizens will embark on a process of transforming the Dewey Avenue Vision Plan into reality. The following section of the report provides recommendations from RRCDC about how the Maplewood Neighborhood Association and other residents can undertake this complex process. The implementation phase is less straightforward than the charrette process but can be approached in a similar manner. To accomplish major goals, the Maplewood Neighborhood Association will need to utilize strategic planning, engage community members and form partnerships and collaborations. Actual outcomes of the implementation process will depend on priorities set by the community in response to the Vision Plan. Some possible outcomes include:

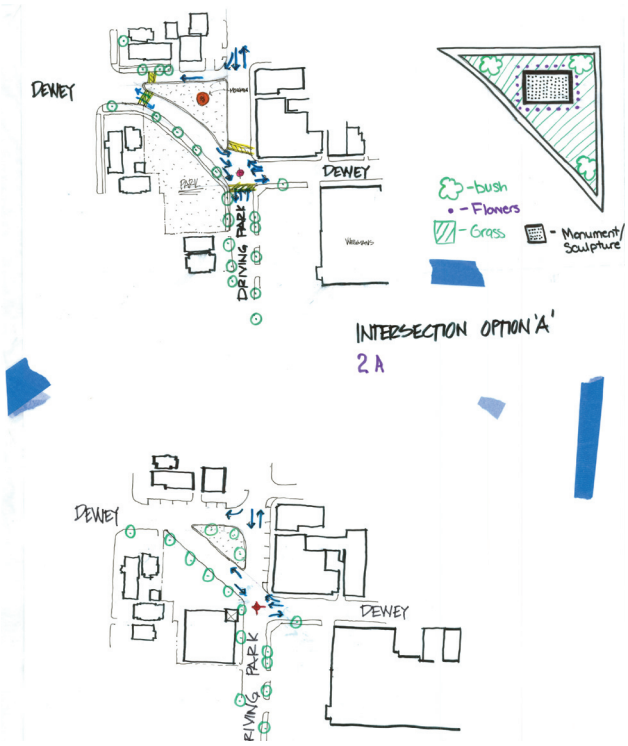
- Detail strategies to create a pedestrian friendly environment;
- Realize parking strategies for commercial areas;
- Diversify transportation options;
- Target buildings or nodes for façade improvements;
- Create of an incentive program for residential and commercial building owners to sensitively renovate;
- Engage community residents and local artists to create gateways;
- Improve the Dewey Avenue streetscape by restructuring traffic patterns.

A major goal in this next phase is to capitalize upon the enthusiasm and energy created during the charrette and the first post charrette phase. Extending public participation into the planning and implementation process will help achieve this goal. Community members should be encouraged to act on the ideas they generated and to



invest in the neighborhood's revitalization. Community members can be engaged through public meetings, workshops and presentations. The Maplewood Neighborhood Association website, email, local newspapers and the Maplewood Times newsletter can be used to provide updates about the planning and implementation process. Residents should have opportunities to provide input or to become actively engaged in a subcommittee to contribute to the design of the public realm and shape their community's future.

Central to the implementation process will be the partnerships and collaborations necessary for realizing the plan. Cultivating this approach will be crucial, a role that can be filled by the Maplewood Neighborhood Association and other interested community members. Engaging public, private and non-profit interests will help bring a variety of resources to the table, resources necessary for implementing the Vision Plan. In addition, many of the proposals involve public improvements to infrastructure, especially to streets and sidewalks. A strategy will need to be devised to garner the support of the public sector agencies involved in order to implement portions of the Vision Plan.



Recommendations for Implementation

The Dewey Avenue Vision Plan features a multitude of ideas for future plans and development. Future initiatives will be carried out during the Implementation Phase and will need to involve public, private and non-profit effort and funding. One of the first tasks will be to organize and classify the ideas into groupings under the categories of projects, programs and initiatives and then to prioritize them. The second step will be to identify the process and parties necessary to achieve each desired goal. Finally, strategies for bringing the necessary parties together will need to be developed and implemented.

Steering Group

During the charrette and post charrette planning processes, the Dewey Avenue Steering Committee helped to coordinate activities, provide communication between the various groups and individuals involved, and supply other input. RRCDC recommends this steering committee continue to be involved to help guide the strategic planning, development activities and program initiatives during the Implementation Phase. This group will provide cohesiveness to the revitalization process, overseeing, reviewing, and making decisions as the Vision Plan is implemented. The steering committee will be responsible for engaging the various parties needed to implement the plan, encouraging community involvement, and bringing stakeholders to the table.

Identify and Prioritize Goals

One of the first tasks for the steering committee will be to organize and categorize the various ideas into projects, programs or initiatives. Each of these will be defined as a short or long-term goal and these goals will need to be prioritized. The committee should identify the processes and people necessary to achieve each desired goal and engage the groups, agencies and individuals needed to bring the goals to fruition.

Safety, Maintenance and Enforcement of Current Regulations

A key initiative will be to examine current existing conditions in light of recommended changes. The steering committee can determine where attention or revamping is needed regarding maintenance and enforcement of current codes and other regulations. It can make assessments about the mechanisms in place to oversee and enforce those regulations. Mechanisms need to be developed for street, sidewalk and green space maintenance. Feelings of safety, order and well-being are important elements of successful, livable communities and this type of simple upkeep can bring about and maintain these aspects. Opportunities to improve pedestrian safety and enhance the walking and biking experience should be capitalized upon.

Public Property Improvements

Many of the proposals in the Dewey Avenue Vision Plan involve improvements to publicly owned infrastructure, especially improvements to streets and sidewalks maintained by the City of Rochester, Monroe County and the State of New York. The steering committee will need to devise a strategy to engage the involved agencies in implementing portions of the plan over time. Some of these plans may be implemented as part of the normal capital improvement process, while others may require extensive lobbying to come to fruition. The committee should make an effort to assemble an advisory group comprised of local and state officials and others who can help jumpstart this process. The mission of this group would be to create a more walkable, pedestrian-friendly Dewey Avenue corridor. It would be charged with determining how to reduce Dewey Avenue from four to three lanes, establishing bike lanes, bump-outs and more visible crosswalks. This group could also work to engage organizations such as Pathways to Peace in implementing portions of the plan through youth involvement.

Improvements to Private Property

Improving the public realm also means elements that comprise the edges of this space will need to be enriched. Façade improvements for the public and private buildings along the Dewey Avenue corridor are one such measure. The improvements should reflect the historical character of the corridor but should also meet the needs and vision of a revitalized Dewey Avenue. Funding from the sale of the Wegmans property has been set aside for such improvements. An advisory group consisting of local residents, architects and designers may be established to help guide façade improvement projects.

Redevelopment of the Price Right/ Wegmans Site

As Price Right moves forward with their plans to re-open a grocery store on the corner of Dewey Avenue and Driving Park, advantage should be taken of an opportunity to engage this new tenant in community activities affecting the stores future patrons. One element the steering committee should engage Price Right on is the Gateway Garden proposed at this corner. This garden could provide a place for residents to showcase their neighborhood pride and provide a visually attractive frontage for the store's property. The steer-

ing committee may also play a role in discussions between the City and Price Right regarding the reconfiguration of Finch Street into a boulevard.

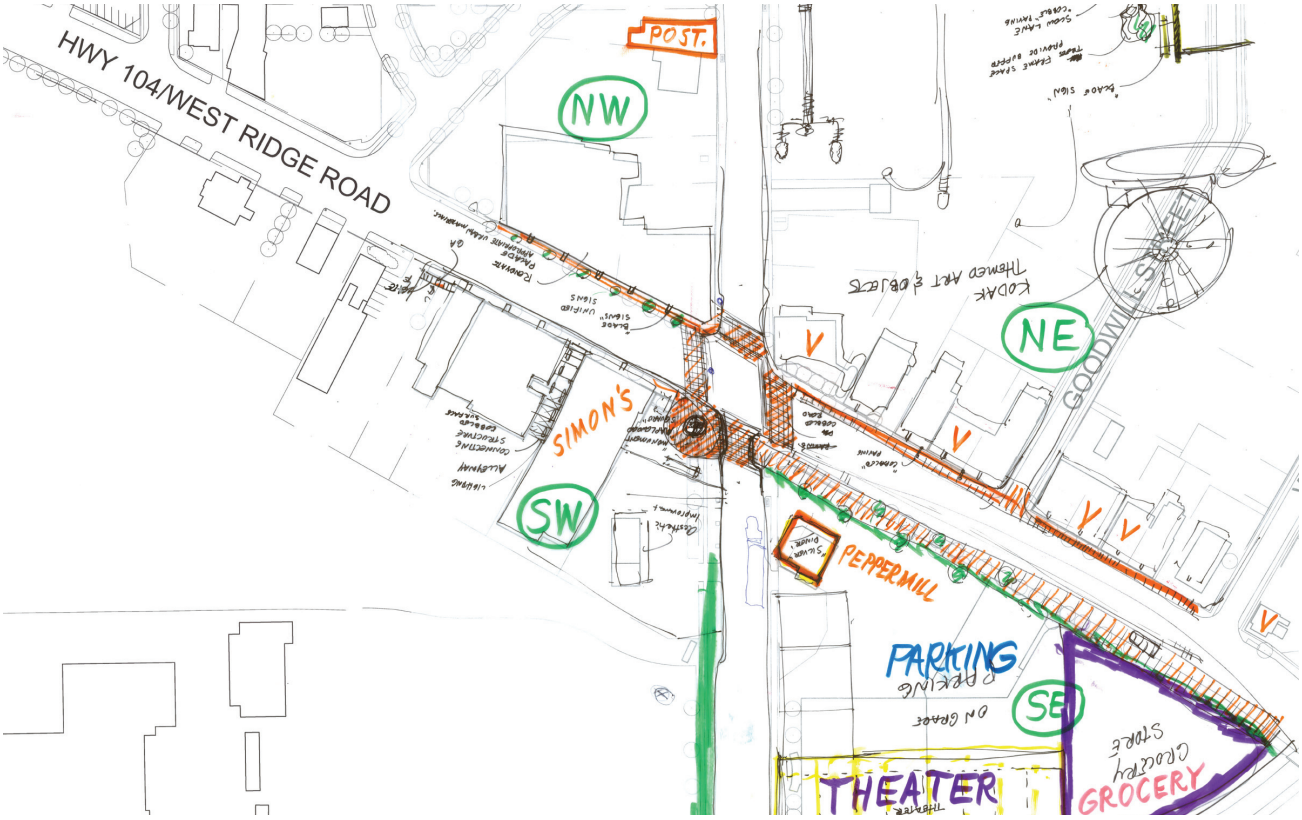
Implementing Parking Strategies

Parking along the corridor is an issue that will likely always persist. However, steps can be taken to implement the parking strategies in the Vision Plan in an effort to mitigate the current challenges. A parking sub-committee can be established to approach, educate and facilitate shared parking agreements between local business and property owners. The parking sub-committee can also help educate local businesses about encouraging employees to park on side streets, leaving patron parking available in front of or closer to the business. It can also help mitigate any conflicts that may arise with area residents and their parking concerns. Finally, this sub-committee can help in the restructuring process for existing and new diagonal parking while suggesting changes such as posted time limits for parking. They may help to encourage owners to plant the median strips with landscaping that will make the corridor more visually attractive to motorists and pedestrians alike.

Summary and Conclusions

Planning, carrying out, and following up the Dewey Avenue Charrette have been parts of a worthy process helping community members take steps towards setting and achieving goals for their neighborhood. The physical plans and written recommendations presented in this report will provide the residents of Maplewood with a concrete record of the ideas that community members developed during the visioning stages. The report will be a guide to follow as the community proceeds with the revitalization efforts. The Vision Plan presented here must be followed up with action during the upcoming implementation phase in order to become reality. The upcoming steps will be exciting but perhaps even more challenging than the initial visioning stages of the process.

The Charrette and Post Charrette processes described in the previous pages will serve not only as a guide for development along the Dewey Avenue corridor, but will also serve as a model for other communities seeking to revitalize or plan for their future. Communities of many types can follow this basic model of engaging citizens, forging new community relationships, exploring the physical and social aspects of their area, and working together to develop consensus towards a Community Based Vision Plan. Communities that engage in the charrette process will often discover that simply embarking upon this process will lead to the emergence of many unexpected yet welcome long-term effects.



Steering Committee Members and Charrette Facilitators

Dewey Avenue/Maplewood Neighborhood Steering Committee:

John and Christine Affronti
Daisy Rivera Algarin
Amie Alscheff
Cindy Ames
Vicky Bell
Deborah Beardslee
Rev. Avery Blackman
Bob Bramlet
John Brown
Roger Brown
Mike Coniff
Jim Crary
Mike Daley
Andrew Delapp
Rocco Destaffen
Tom Dougherty
Steve Eckel
Ellen Fetzner
Bruce Hahn
April Hearns Harris
Karyn Herman
Gloria Hunter
Cindy Kaleh
Annie Kelly
Ben Levy
Phil Mattaro
Henry McCartney
Joni Monroe
Tim Raymond
Patricia Rector-Holloman
John "JR" Reese
Charlie Richardson
Michelle Rook
Nicole Rosen
Dennis Sadler
Councilman Robert (Bob) Stevenson
Mary Stevenson
Elizabeth Teall
Bob Wagner
Julie Wagner
Jacquie Whitfield
Rory Zimmer
Maplewood Neighborhood Association

Charrette Facilitators:

Roger Brown
Lew Childs
William C. Dean
Al Fisher
Jeff Freeland
Patricia M. Hinckley
Craig Jensen
John Lam
Doug Levey
Ellen Micoli Soffa
Joni Monroe
Peter L. Morse
Donald Neeley
Al Pardi
Amy Priestley
Tim Raymond
Michelle Rook
Sean Salber
Audrey Stewart
Chuck Thomas
John Toth
Paul Way
Rory Zimmer

About the RRCDC

The mission of the non-profit Rochester Regional Community Design Center (RRCDC) is to act as a multifaceted resource center to assist municipalities and citizens of the Greater Rochester Region to define, understand, promote and implement concepts of design excellence and sustainability for the public realm and built environment.

One of our most effective means of civic engagement is the community design charrette, an intensive, participatory planning process that brings together a variety of community stakeholders to observe and share ideas about their community. Together they produce tangible steps toward achieving neighborhood consensus for a community vision. As facilitator, we work with a steering committee of neighborhood representatives to plan the charrette, provide design professionals at the event to help translate citizens' ideas into physical drawings, and follow through with those initial ideas to create a final set of plans and recommendations for the community.

Since we began our work as the AIA Rochester Urban Design Committee (UDC) in 1998, the group has facilitated over twenty community design charrettes, including the Center City Charrette that resulted in a community-based vision for Rochester's downtown and was a starting point for the 2007 Downtown Charrette. Other design charrettes facilitated by the RRCDC include the University Avenue Charrette that resulted in construction of the award-winning ARTWalk project. In 2004, we officially incorporated as a 501(c)(3) non-profit organization and continue to serve our region.

RRCDC

ROCHESTER REGIONAL
COMMUNITY DESIGN CENTER